



# The 2022 Sun Valley Rotary Brewfest **SPONSORSHIP INFORMATION**





**T**he Sun Valley/Ketchum Rotary Club has been dedicated to creating community in the Wood River Valley for over 50 years. Over those years we have raised over \$1 million for international and local charities/programs, such as Blaine County Search and Rescue, the Community Holiday Baskets Project, the Wood River Rotary Scholarship Fund, and The Hunger Coalition to name just a few. The 2022 SV Rotary Brewfest will be held on the Sun Valley Festival Field on Saturday, June 18, 2022 from 12pm to 6pm. We anticipate over 1,500+ beer lovers from all over the Intermountain West, as the Brewfest is becoming a marquee event in our resort town! We have grown attendance from 500 participants in our first year to more than 1800 participants in 2019. However, we think our efforts would go even farther with a community partner like you! Our community partners not only get to contribute to building our community through a fun event, but you also benefit from the incredible exposure to a diverse audience! Last year we surveyed more than 700 participants and found:

- **48%** were local to the Ketchum / Sun Valley area
- **42%** were from other parts of Idaho and the Mountain West states of Utah, Nevada, Wyoming, Oregon, Montana and Colorado.
- **10%** were from outside the Mountain West, including participants from five foreign countries.

With partners like you by our side, the 8th annual SV Rotary Brewfest will surely meet this season's fundraising goals and serve our community well!

If you are interested in becoming an official community partner, please reach out at [SunValleyBrewfest@gmail.com](mailto:SunValleyBrewfest@gmail.com).

# SPONSORSHIP INFORMATION:

**WHEN: JUNE 18, 2022**

**WHERE: SUN VALLEY FESTIVAL FIELD**

The festival will offer approximately 1800 guests the opportunity to sample and learn about more than 200 beers from more than 35 craft breweries. In addition to featuring the best of the West's craft breweries, guests will experience local cuisine, games, and a live DJ!



## GENERAL ADMISSION:

**\$35\* BEFORE JUNE 1ST**

**\$40 AFTER JUNE 1ST**

### INCLUDES:

- Commemorative Souvenir Pint Glass
  - Unlimited craft beer samples from the West's best breweries
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- Tickets are available for **ADVANCE** purchase at [www.sunvalleybrewfest.com](http://www.sunvalleybrewfest.com)
  - \*Tickets purchased prior to June 1 will be entered into a drawing for one (1) 2022 -2023 Sun Valley Season Ski Pass
  - Tickets will be available for purchase at the event for \$40

## BENEFITS OF BEING A SPONSOR:

Reach a large audience with repeated impressions, depending on your sponsorship package. Your company name and/or logo will appear on the event's poster, web site, social media posts, eblasts, and in all promotional materials.

Show your company's commitment to the local community. The event offers a great way for you to show your dedication to the residents of the Wood River Valley.

## WHAT MAKES THE SUN VALLEY BREWFEST BETTER?

**MORE BREWERIES:** We have more breweries who participate in our festival compared to competitive festivals.

**THE BEST VENUE:** We aren't your mama's beer fest! Not only does the altitude make the beer taste better, but we've got the best venue complete with killer views! You can't beat it!

**CHARITY:** We donate more of the proceeds to charity than other events. 100% off all proceeds go to our charities.

# SPONSORSHIP LEVELS:

## LEVEL 1

### \$5000 (1) " BREW MASTER" TITLE SPONSOR

#### EXCLUSIVE BENEFITS: (IN BOLD)

- 10 tickets to the Pre Brewfest "Meet the Brewers" Friday Night Beer and Burgers party at the Sawtooth Brewery **Hosted by sponsor's name**. Pre Brewfest party to include Brewers, Rotarians, and sponsors.
- **Sun Valley Rotary Brewfest Hosted by sponsor name or logo** on all posters, eblasts, press releases, and social media posts. Logo will be larger than other sponsors, but not the Brewfest logo.
- **Logo on commemorative pint mugs** - est 1800 mugs
- **Sponsor provided banner** at Pre party and on Brewfest day
- **1 eblast** announcing sponsorship and company information
- 4 social media posts draw attention to sponsor
- 10 SVR Brewfest tickets and 10 commemorative pint glasses
- **Top Logo (large)** on SVR Brewfest web site and link to Sponsor web site
- **Top Logo (large)** on 36 "tall event sandwich boards
- Verbal recognition during the SVR Brewfest
- Instagram post on the day of the event

## LEVEL 2

### \$2500 SPONSOR (5) "CRAFT BEER PARTNER"

- 6 tickets to the Pre Brewfest "Meet the Brewers" Friday Night Beer and Burgers party at the Sawtooth Brewery
- Logo ( medium) on all posters, eblasts, press releases, and social media posts.
- 1 social media post announcing sponsorship and company information
- 2 social media posts draw attention to sponsor
- 6 SVR Brewfest tickets and 6 commemorative pint glasses
- Logo ( medium) on SVR Brewfest web site link to Sponsor web site
- Logo (medium) on 36 "tall event sandwich boards
- Verbal recognition during the SVR Brewfest
- Instagram post on the day of the event
- Sun Valley Co by way of their season pass donation considered a sponsor at this level



### LEVEL 3

## **\$1000 SPONSOR (10) "BEERFEST PARTNER"**

- 4 tickets to the Pre Brewfest "Meet the Brewers" Friday Night Beer and Burgers party at the Sawtooth Brewery
- Logo (small) on all posters and eblasts
- 1 social media post announcing sponsorship
- 4 SVR Brewfest tickets and 4 Commemorative pint glasses
- Logo (small) on SVR Brewfest web site and link to Sponsor web site
- Logo (small) on 36 "tall event sandwich boards
- Verbal recognition during SVR Brewfest

### LEVEL 4

## **\$500 SPONSOR (10) "BEER BUDDY" SPONSORS**

- 2 tickets to the Pre Brewfest "Meet the Brewers" Friday Night Beer and Burgers party at the Sawtooth Brewery
- 2 SVR Brewfest tickets and 2 Commemorative pint glasses
- Logo (smallest) on SVR Brewfest web site with link to sponsor web site
- Verbal recognition during SVR Brewfest

### LEVEL 5

## **IN KIND SPONSORS WANTED**

- Ice, water, band/music/ beer koozies/ housing /DJ



# SPONSOR CONTRACT

BUSINESS INFORMATION: PLEASE PRINT CLEARLY

**Business/Organization Name:**

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**Contact:** -----

**Contact Email Address:** -----

**Contact Phone:** -----

**(Mobile)** -----

**Business Address:** -----

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**Business Phone Number:** -----

**Website:** -----

PAYMENT IS DUE IN FULL WITH CONTRACT

Scan and email registration to [sunvalleybrewfest@gmail.com](mailto:sunvalleybrewfest@gmail.com)

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Make checks payable to: SUN VALLEY/KETCHUM ROTARY

Our Sponsorship Relationship Manager can pick up your check

CANCELLATIONS: Your commitment is final no refunds will be issued.

Signature ----- Date -----



**Thank you for your support!**