



The 2024 Sun Valley Rotary Brewfest **SPONSORSHIP INFORMATION**



The 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 2024 SV Rotary Brewfest is our 10th anniversary and will be held at the Ketchum Town Square on Saturday, June 22, 2024 from 12pm to 5pm. 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 further 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 10th 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, contact us at sponsors@sunvalleybrewfest.com.

SPONSORSHIP INFORMATION:

WHEN: JUNE 22, 2024

WHERE: KETCHUM TOWN SQUARE

The festival will offer approximately 1200 guests the opportunity to sample and learn about more than 200 beverages from more than 35 craft breweries, cideries and RTD's. In addition to featuring the best of the West's craft breweries, guests will experience local cuisine, games and a live DJ!



GENERAL ADMISSION:

\$30* 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
 - *Tickets purchased prior to June 1 will be entered into a raffle for one (1) 2024 -2025 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, website, 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 beerfest! 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% of all proceeds go to our charities.

SPONSORSHIP LEVELS:

LEVEL 1

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

EXCLUSIVE BENEFITS: (IN BOLD)

- **10 tickets** to the Brewfest Launch Party 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 10th anniversary commemorative pint beer mugs** - est. 1200 mugs
- **Sponsor provided banner** at Pre Party and on Brewfest day
- **10 SVR Brewfest tickets** and 10 commemorative pint glasses
- **Top Logo (large)** on SVR Brewfest website and link to Sponsor website
- **Verbal recognition** during the SVR Brewfest
- **Social media posts** announcing sponsorship and promoting brand.

LEVEL 2

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

- **6 tickets** to the Brewfest Launch Party Friday Night Beer and Burgers Party at the Sawtooth Brewery
- **Logo (medium)** on all posters, eblasts, press releases, and social media posts.
- **6 SVR Brewfest tickets** and 6 commemorative pint glasses
- **Logo (medium)** on SVR Brewfest website link to Sponsor website
- **Verbal recognition** during the SVR Brewfest
- **Social media posts** announcing sponsorship and promoting brand.

LEVEL 3

\$1000 SPONSOR (10) "BEERFEST PARTNER"

- **4 tickets** to the Brewfest Launch Party Friday Night Beer and Burgers Party at the Sawtooth Brewery
- **Logo** (small) on all posters and eblasts
- **4 SVR Brewfest tickets** and 4 commemorative pint glasses
- **Logo** (small) on SVR Brewfest website and link to Sponsor website
- **Social media posts** announcing sponsorship and promoting brand.

LEVEL 4

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

- **2 tickets** to the Brewfest Launch Party Friday Night Beer and Burgers Party at the Sawtooth Brewery
- **2 SVR Brewfest tickets** and 2 commemorative pint glasses
- **Logo** (smallest) on SVR Brewfest website with link to sponsor website

LEVEL 5

IN-KIND SPONSORS WANTED

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

LEVEL 6

\$100 ASSOCIATE

- **Social media**, website and day-of-event promotion
- **Associate is a new level for retailers and restaurants** that offer discounts to Brewfest ticket holders. Associates will promote the Brewfest through their social media and digital outreach.



SPONSOR CONTRACT

BUSINESS INFORMATION: PLEASE PRINT CLEARLY

Business/Organization Name: _____

Contact: _____

Contact Email Address: _____

Contact Phone: _____

(Mobile) _____

Business Address: _____

Business Phone Number: _____

Website: _____

PAYMENT IS DUE IN FULL WITH CONTRACT

Scan and email registration to sponsors@sunvalleybrewfest.com

.

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 _____

Please add for additional information sponsors@sunvalleybrewfest.com

or visit www.sunvalleybrewfest.com



Thank you for your support!