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# The Guild's First Festival

Started in 1995, The Indiana Microbrewers Festival was started by a unique group of Hoosier Brewers who would eventually form the Brewers of Indiana Guild

## Reach Thousands of Dedicated Craft Beer Lovers

Sponsor any or all of Brewers of Indiana Guild's annual beer festivals and market your company with thousands of craft beer lovers and Indiana's 180+ craft breweries.

Why should you sponsor the region's best beer fests?

- Fast industry growth: The number of breweries in Indiana has nearly tripled in the past five years, while craft beer sales continue to grow as macro beer sales decline.
- Statewide impact: The economic effect of craft beer in Indiana is more than \$1.6 billion a year.



# Gold Level

## GOLD LEVEL SPONSORSHIP BENEFITS INCLUDE:

- Half-page ad in our Mailchimp newsletter with over 29,000 subscribers - \$1,000 value
- Your logo on the event page on DrinkIN.beer and Facebook for 9 months - \$250 value
- Your logo and QR code on the festival poster that gets distributed to over 150 member breweries.
- 6 tweets to @DrinkIndiana's 11,000+ Twitter followers for each event
- 6 status updates to @DrinkIndiana's 13,000+ Facebook fans for each event
- 6 image posts with your logo @DrinkIndiana's 12,000+ Instagram followers for each event
- Mention in media interviews (when possible)
- Opportunity to purchase up to 10 additional general admission tickets at the special \$25 rate
- Promotions: drinkin.beer, social media, weekly newsletters



### Lead Sponsor | \$6,250

Premium 20' x 20' booth location (tent included), 2 - 8' table and 4 chairs, opportunity to interact with 5000+ attendees

Logo on exclusive IMF glassware

Digital Banner ad on [www.drinkIN.beer](http://www.drinkIN.beer) (7,000+ users/mo.)

Your logo in exclusive top billing in event marketing

Your logo on a festival banner provided by the Guild

Opportunity to reach attendees with marketing/POS materials at the gate

Opportunity to be designated pre-band site the night before and morning of festival

20 Early Bird tickets to the event for your team and guests (\$1400 value)



# Gold Level



## Water Sponsor | Service Trade or \$5000

Provide unlimited water and water stations for 5000+ attendees  
Premium 20' x 20' booth location (tent not included), 2 8' table and 4 chairs,  
Your logo in event marketing  
Your logo on a festival banner provided by the Guild  
10 Early Bird Tickets (\$700 value)



## Selfie Station Sponsor | \$3,000

Premium 10X20 booth space (tent not included). Make an impact! Our selfie station will have festival themed decor with the IMF logo and your logo in every picture produced. You'll man and operate the booth, hand out swag, and help all have a great time with props on hand. Utilize this opportunity to create a hashtag or have a contest/giveaway.

6 Early Bird Tickets (\$420 value)



## Brewers Hideout Sponsor | \$3,000

Set up a display and offer swag promoting your business in the Hideout.  
Promote with a company banner in or near Brewery Hideout (provided by sponsor)  
6 Early Bird Tickets (\$420 value)



# Silver Level

## SILVER LEVEL SPONSORSHIP BENEFITS INCLUDE:

- 10 X 10 booth location (tent not included), 8' table and 2 chairs, opportunity to display and interact with 5000+ attendees - \$500 value (excludes banner sponsor)
- Your logo on the event page on DrinkIN.beer and Facebook for 9 months - \$250 value
- 1 each of Tweet to @DrinkIndiana's 11,000+ Twitter followers, update to @DrinkIndiana's 13,000+ Facebook for event, and image post with your logo @DrinkIndiana's 12,000+ Instagram followers
- Opportunity to purchase up to 4 additional general admission tickets at the special rate of \$25
- Promotions: downloadable festival map, drinkin.beer, social media & emails



### NEW! TENT SPONSOR

Provide your branded banner for the exterior of a tent of your choice. Label signage will include your logo & QR. Includes 2 Early Bird Tickets.

- \$1,000 for 40x40 (4 Available)
- \$1,000 Cask Tent (1 Available)
- \$2,000 for 40X80 (2 Available)
- \$2500 Beer Release Tent (1 Available)



### VENDOR BOOTH

Have an on-site presence in a 10 x 10 booth (with 8' table and chairs), giving your biz the opportunity to display branding, hand out promotional materials and interact with 5000+ attendees.

10X 10 Booth 8' Table & 2 Chairs \$250



### FRIENDS OF BIG

Designed for supporters of an event benefiting our non profit trade association, local non profits, and Indiana Beer. Includes 4 Early Bird Tickets.

\$500



### BANNER ONLY SPONSOR

Provide your own feather banners to be strategically placed at event. Must include ground stake. Includes 2 Early Bird Tickets.

Does not include booth space.

(2) 10' - \$250 | (2) 15' - \$500

# Marketing Metrics

GAIN IMPRESSIONS WITH OUR AUDIENCE REACH



MailChimp

29,000  
Subscribers

## EMAIL MARKETING

Our Weekly Newsletter is back in action with over 29,000 subscribers and growing!



facebook

13,000

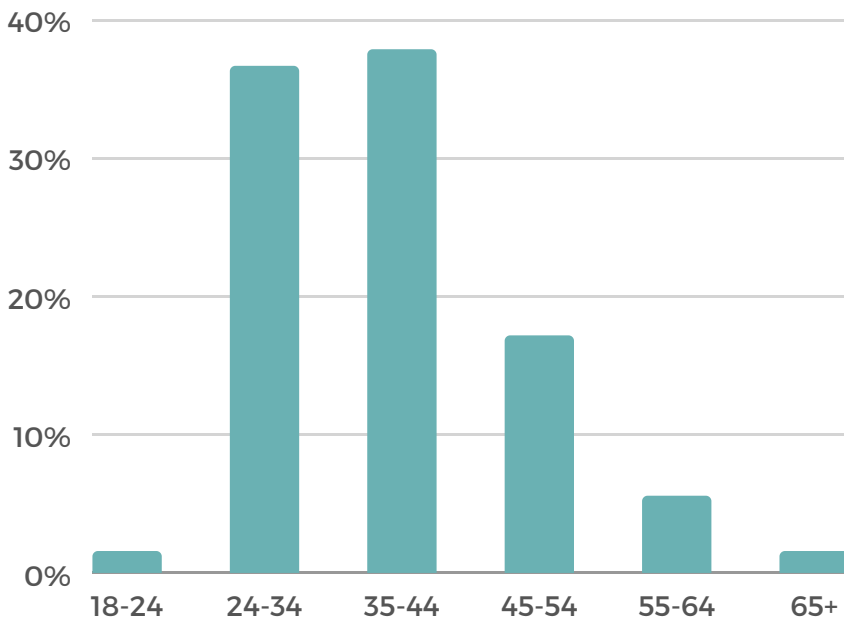


Instagram

12,800

twitter 

11,100



## OUR AUDIENCE

Tap into our audience of amazing Indiana craft beer drinkers.

Our festival attendees mostly range from the ages of 24-45, love craft beer, the outdoors, and having fun!



# IMF 2022 Map

