



MAY 31 - JUNE 1, 2024

# **KAWARTHA CRAFT BEER FESTIVAL**

**Sponsorship Opportunities**

# KAWARTHA CRAFT BEER FESTIVAL



We are excited to bring you the seventh annual Kawartha Craft Beer Festival, taking place from Friday May 31 to Saturday June 1, 2024. The event will showcase craft breweries from the Kawarthas and across Ontario where visitors can sample a variety of beer flavours and cuisine from local restaurants.

The event will take place at Del Crary Park in downtown Peterborough from 4pm-11pm on Friday May 31 and 11am-11pm on Saturday June 1 . This year will feature 15 breweries/cideries from the surrounding region, 5 food vendors and local artisan vendors.

Participants can savour a diverse selection of fresh craft beer, delicious local foods, enjoy live entertainment and have a great time discovering new craft beer flavours.





2024 Location

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# DEL CRARY PARK

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PTBO, ON





# KAWARTHA CRAFT BEER FESTIVAL

## Demographics:

- Tickets Purchasers: 60% women, 40% men
- Attendees: 31% aged 25-34, 27% aged 35-44, and 18% aged 55-64
- In 2019, 31% of Attendees were from Peterborough
- The in-person event was cancelled during the Covid-19 pandemic, but did run virtually in 2021 and 2022.
- 1 day event in 2023, returning to 2 day in 2024





# KAWARTHA CRAFT BEER FESTIVAL

- 7th Annual Kawartha Craft Beer Festival
- May 31 to June 1, 2024
- Del Crary Park, Peterborough, ON
- Expecting 4,000 Attendees

## 2019 Kawartha Craft Beer Festival Facebook Statistics:

- 234.2K Reached
- 6.5K Responses
- 1,480 Page Likes
- 1,351 Follow the Festival for Updates
- 6,491 Responded to Event Invitation







## Kawartha Craft Beer Festival

PRESENTING SPONSOR

## Presenting Sponsor - \$5,000

- Logo on all Festival promotion
- Inclusion in all press releases
- Opportunity for Sponsor to speak at event
- 20 Complimentary Festival Day Passes
- Six banner locations on-site\*
- One 10'x10' location in vendor area
- Your logo at the top of homepage and sponsor page, properly linked to your business
- Monthly Mail Newsletters: One feature story about your business
- Local Book: Two Feature Posts
- 5 Stage mentions throughout the weekend

\* Sponsor responsible for banner production costs





## Kawartha Craft Beer Festival

**GLASSWARE SPONSOR - EXCLUSIVE**

# Glassware Sponsorship - \$4,000

With 4,000 expected attendees receiving a Festival mug upon entry, stay top of mind by getting your brand in the hands of your potential consumers.

Most consumers take these glasses home and reuse them again and again throughout the year. The most popular tagged photo taken on-site is of our guests showing off their Festival mugs, getting your brand even more visibility.

## Sponsor Benefits

- Exclusivity
- Inclusion of your logo on the official festival glasses distributed to all attendees.
- 10 Weekend Festival Passes
- 10 Beer Fest glasses
- 20 Beer tokens
- Option to set up 10'x10' location in vendor area (Insurance required)
- Two banner locations on-site\*
- Website: Your logo, linked to your business at the top of the Sponsorship page
- Social Media: Two Feature Posts
- Radio Mentions: Two mentions on 101.5 The Wolf
- Stage Mentions: 2 mentions from the stage during the Festival

\* Sponsor responsible for banner production costs



## Stage Sponsorship - \$3,500

The Kawartha Craft Beer Festival plans to welcome over 4,000 attendees at our upcoming 6th annual event. Live music is a big part of what makes our Festival successful.

Put your logo at the centre of our Festival and make your brand visible to the consumers you're trying to reach!

### Sponsor Benefits

- Stage Signage Exclusivity\*
- 8 Weekend Festival Passes
- 8 Beer Fest glasses
- 16 Beer tokens
- Option to set up 10'x10' location in vendor area (Insurance required)
- Two additional banner locations on-site\*
- Website: Your logo, linked to your business at the top of the Sponsorship page
- Social Media: Two Feature Posts
- Radio Mentions: Two mentions on 101.5 The Wolf
- Stage Mentions: 2 mentions from the stage during the Festival

\* Sponsor responsible for banner production costs



## Kawartha Craft Beer Festival

**STAGE SPONSOR - EXCLUSIVE**





## Kawartha Craft Beer Festival

**TICKET + WRISTBAND SPONSOR - EXCLUSIVE**

# Ticket + Wristband Sponsorship - \$3,500

The Kawartha Craft Beer Festival is expecting 4,000 attendees at the 7th annual event.

Put your logo front and centre on all tickets, as well as wristbands for all attendees and make your brand stand out.

Your logo will be prominently featured in front of attendees before and during the event.

### Sponsor Benefits

- Logo on all attendee tickets and wristbands - Exclusive
- 8 Weekend Festival Passes
- 8 Beer Fest glasses
- 16 Beer tokens
- Option to set up 10'x10' location in vendor area (Insurance required)
- Two banner locations on-site\*
- Website: Your logo, linked to your business at the top of the Sponsorship page
- Social Media: Two Feature Posts
- Radio Mentions: Two mentions on 101.5 The Wolf
- Stage Mentions: 2 mentions from the stage during the Festival

\* Sponsor responsible for banner production costs





## Kawartha Craft Beer Festival

**GOLD SPONSOR**

# Gold Sponsorship - \$800

### Sponsor Benefits

- 5 Weekend Festival Passes
- 5 Beer Fest glasses
- 10 Beer tokens
- Two banner locations on-site\*
- Option to distribute swag/handouts on-site\*\*
- Website: Your logo, linked to your business on the Sponsorship page
- One Social Media mention leading up to the Festival

\* Sponsor responsible for banner production costs

\*\* Pre-Approval required from Festival





## Kawartha Craft Beer Festival

**SILVER SPONSOR**

# Silver Sponsorship - \$500

### Sponsor Benefits

- 5 Weekend Festival Passes
- 5 Beer Fest glasses
- 10 Beer tokens
- One banner location on-site\*
- Website: Your logo, linked to your business on the Sponsorship page
- One Social Media mention leading up to the Festival

\* Sponsor responsible for banner production costs



## Bronze Sponsorship - \$250

### Sponsor Benefits

- 2 Weekend Festival Passes
- 2 Beer Fest glasses
- 4 Beer tokens
- One banner location on-site\*
- Website: Your logo, linked to your business on the Sponsorship page
- One Social Media mention leading up to the Festival



**Kawartha Craft Beer Festival**

**BRONZE SPONSOR**

\* Sponsor responsible for banner production costs



# THANK YOU FOR YOUR CONSIDERATION

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