



JUNE 6-7, 2025

KAWARTHA CRAFT BEER FESTIVAL

**Sponsorship
Opportunities**

kawarthacraftbeerfestival.com



KAWARTHA CRAFT BEER FESTIVAL



We are excited to bring you the eighth annual Kawartha Craft Beer Festival, taking place from Friday June 6th to Saturday June 7th, 2025. 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 and will feature 12 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.



2025 Location

DEL CRARY PARK

PTBO, ON



KAWARTHA CRAFT BEER FESTIVAL



Demographics:

- **Tickets Purchasers:**
 - 60% women, 40% men
- **Attendees:**
 - 31% aged 25-34
 - 27% aged 35-44
 - 18% aged 55-64
- **80% of ticket purchasers live in Peterborough.**
- **In 2024, our guests rated the Festival as:**
 - Experience at the Event: 4.7/5
 - Value for Cost: 4.4/5
 - Selection of Beer Vendors: 4.7/5
 - Selection of Food Vendors: 4.1/5
- **In 2024, our vendors and sponsors rated our Festival as:**
 - Event preparation: 4.6/5
 - Event organization: 4.5/5
 - Loading/unloading processes: 4.2/5
 - Booth size: 5/5
 - Attendee interest: 4.25/5

KAWARTHA CRAFT BEER FESTIVAL



Vendor/Sponsor Testimonials



"The experience at the Kawartha Craft Beer Festival was amazing. Everyone there was having a great time, and it was a great environment."

- Central Smith Creamery



"Our experience at the Kawartha Craft Beer Festival and working with the organizers was absolutely fantastic! As sponsors of the glassware, WHATtoday.ca was thrilled to see our logo in the hands of so many enthusiastic attendees. The festival itself was incredibly well organized, with great weather, an amazing atmosphere and entertaining live performances. The variety and quality of beverages, food and merchandise did not disappoint. The positive feedback and interactions we received throughout the event were overwhelming. As this was our first big event for WHATtoday.ca we were beyond grateful for the support from the Kawartha Craft Beer Festival and the community of Peterborough. A huge thank you to Kim and Richard for putting together such a memorable festival. We can't wait for next year!"

-WHATtoday.ca



"The Kawartha Craft Beer Festival was an outstanding event that provided excellent exposure and engagement for my business. The organization and support from the team were top-notch. I look forward to participating again next year!"

-Melange Organics

KAWARTHA CRAFT BEER FESTIVAL



- 8th Annual Kawartha Craft Beer Festival
- June 6 - 7, 2025
- Del Crary Park, Peterborough, ON
- Expecting 2,500 Attendees

2024 Social Media Statistics:

- 148,300 Reached
- 2,700 Page Likes
- 2,157 Followers
 - 64.9% women, 35.1% men
- 4,100 Responded Going to Event Invitation

2024 Website Statistics:

- 5,017 Active users
- 7,400 Views
- 57.8% men, 42.2% women
- Top 3 Cities:
 - Peterborough: 1.4K users, Toronto: 1.1K users, Kawartha Lakes: 333 users

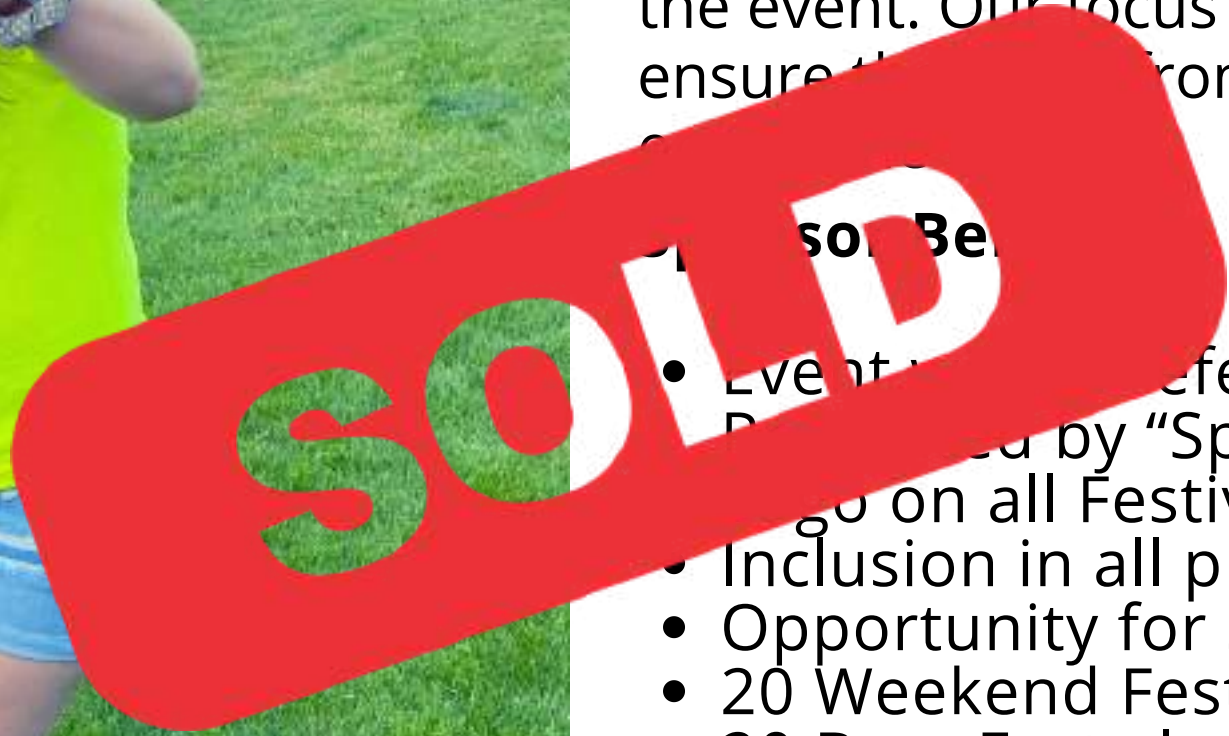


Presenting Sponsor

\$10,000



Align your brand with one of the top Festivals in Peterborough as the presenting sponsor of our 8th Annual event. This Festival attracts guests from Ottawa to Toronto and beyond and has been successful over the years with creating sales for our sponsors during and after the event. Our focus on brand awareness has helped our partners ensure that the benefit from their sponsorship continues well beyond the event.



- Event referred to as Kawartha Craft Beer Festival
- Promoted by "Sponsor Name"
- Logo on all Festival promotion
- Inclusion in all press releases
- Opportunity for Sponsor to speak at event
- 20 Weekend Festival Passes
- 20 Beer Fest glasses
- 40 Beer tokens
- Four banner locations on-site*
- Option to set up 10'x10' location in vendor area
- Website: Your logo at the top of homepage and sponsor page, properly linked to your business
- Facebook: Two feature posts
- 5 Stage mentions

* Sponsor responsible for banner production costs

Kawartha Craft Beer Festival

PRESENTING SPONSOR



Glassware Sponsorship

\$5,000



With 2,500 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 attendees showing off their Festival mugs, getting your brand

• EXCLUSIVE placement of your logo on the official festival glasses distributed to all attendees.

- 20 Weekend Festival Passes
- 20 Beer Fest glasses
- 40 Beer tokens
- Option to set up 10'x10' location in vendor area
- Two banner locations on-site*
- Website: Your logo, linked to your business at the top of the Sponsorship page
- Social media: Two Feature Posts
- 2 Stage mentions

* Sponsor responsible for banner production costs

Kawartha Craft Beer Festival

GLASSWARE SPONSOR - EXCLUSIVE

Stage Sponsorship

\$4,500



The Kawartha Craft Beer Festival plans to welcome over 2,500 attendees at our upcoming 8th 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*
- 15 Weekend Festival Passes
- 15 Beer Fest glasses
- 30 Beer tokens
- Option to set up 10'x10' location in vendor area
- Website: Your logo, linked to your business at the top of the Sponsorship page
- Social Media: 2 feature posts
- 2 Stage mentions

Kawartha Craft Beer Festival

STAGE SPONSOR - EXCLUSIVE

* Sponsor responsible for banner production costs

Ticket + Wristband Sponsorship \$4,000



The Kawartha Craft Beer Festival is expecting 2,500 attendees at the 8th 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 after the event.

Sponsorship

• 1200+ attendee tickets and wristbands - Exclusive
• 2 Weekend Festival Passes

- 12 Beer Fest glasses
- 24 Beer tokens
- Option to set up 10'x10' location in vendor area
- Two banner locations on-site*
- Website: Your logo, linked to your business at the top of the Sponsorship page
- Social Media: Two Feature Posts
- 2 mentions from the stage during the Festival

* Sponsor responsible for banner production costs

Kawartha Craft Beer Festival

TICKET + WRISTBAND SPONSOR - EXCLUSIVE



NEW Country Night Sponsorship \$3,500



Kawartha Craft Beer Festival

COUNTRY NIGHT SPONSOR - EXCLUSIVE

New in 2025, we are launching KCBF Country Night with an all country band line-up on Friday June 6th. Align your brand with Kawartha Craft Beer Festival's Country Night to reach the right demographic for your business and become the exclusive sponsor as we launch this brand new promotion in 2025! Get involved early and get a discount for a multi-year sponsorship.

Sponsor Benefits

- Your brand included in all Country Night promotion. ie. "Friday June 6th is [Company Name] Country Night from 4-11pm!"
- 30 Weekend Festival Passes
- 30 Beer Fest glasses
- 60 Beer tokens
- Option to set up 10'x10' location in vendor area
- Two banner locations on-site*
- Website: Your logo, linked to your business on the homepage and sponsor page
- Social media: 4+ feature posts
- Radio mentions included in KCBF radio ads
- 4 mentions from the stage during the Festival

* Sponsor responsible for banner production costs

Gold Sponsorship \$1,200



Sponsor Benefits

- 5 Weekend Festival Passes
- 5 Beer Fest glasses
- 10 Beer tokens
- One banner location on-site*
- Option to distribute swag/handouts on-site**
- Website: Your logo, linked to your business on the Sponsorship page
- 1 Social media mention

Kawartha Craft Beer Festival

GOLD SPONSOR

* Sponsor responsible for banner production costs

** Pre-Approval required from Festival

Silver Sponsorship

\$600



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
- 1 Social media mention

Kawartha Craft Beer Festival

SILVER SPONSOR

* Sponsor responsible for banner production costs

Bronze Sponsorship

\$300



Sponsor Benefits

- 2 Weekend Festival Passes
- 2 Beer Fest glasses
- 4 Beer tokens
- Website: Your logo, linked to your business on the Sponsorship page
- One Social media mention

Kawartha Craft Beer Festival

BRONZE SPONSOR

* Sponsor responsible for banner production costs

Sponsorship Opportunities



Kawartha Craft Beer Festival

SPONSORSHIP OPPORTUNITIES

Don't see a sponsorship package that fits your marketing goals?

Our team is happy to work with you to develop a sponsorship plan that suits your company, your budget and your goals.

Please contact us at info@kawarthacraftbeerfestival.com to discuss your involvement in the 2025 Kawartha Craft Beer Festival.

Contact Us

**THANK YOU FOR YOUR
CONSIDERATION**

info@kawarthacraftbeer.com



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