



## 2019 SPONSORSHIP OPPORTUNITIES

**WHEN** Saturday, April 20, 2019, 1 p.m. to 5 p.m.  
**WHERE** Roosevelt Park (1615 Ninth Street, Sacramento, CA 95814)

### BACKGROUND

Join us for the 8th Annual Sacramento Beer and Chili Festival on Saturday, April 20, 2019. Sacramento Beer and Chili Festival will feature a chili cook off competition and beer tastings provide by local breweries. A perfect day at the park with friends and family!

### SACRAMENTO BEER AND CHILI SPONSORSHIP LEVELS AVAILABLE:

#### HABANERO SPONSOR (ONE AVAILABLE)

- Exclusive status as Presenting Sponsor.
- Logo placement on souvenir beer mugs (must commit and provide high resolution logo by January 31, 2019) that are distributed to all drinking guests.
- Logo placement on t-shirts that are worn by all volunteers and are available for sale at the event.
- Clickable sponsor logo featured on event website homepage and top placement on sponsorship page- [SacramentoBeerandChiliFestival.com](http://SacramentoBeerandChiliFestival.com)
- Sponsor logo will be featured via top placement on any flyers and/or posters for Sacramento Beer and Chili Festival (must commit by January 31, 2019 to be included in flyers/posters)
- Sponsor logo will be featured via top placement on any advertising campaigns for Sacramento Beer and Chili Festival (must commit by January 31, 2019 to be included in advertising campaigns).
- Sponsor will be highlighted on all email marketing campaigns.
- Sponsor will be promoted via social media campaign on Facebook, Twitter and Instagram a minimum of 10 times.
- Sponsor will be highlighted as a sponsor on a press release sent to local media outlets (must commit prior to February 28, 2019 to be included in the press release).
- Promotional booth (10 x 20) at Sacramento Beer and Chili Festival. Presenting Sponsor will be given first booth location choice (based on event map established by Sacramento Beer & Chili Festival. We will provide one table and two chairs. Sponsor will provide own tent and signage.
- Premium placement of banner on event stage.
- Onstage mention of sponsorship.
- 10 general admission event tickets.
- First right of refusal for presenting sponsorship of 2020 Sacramento Beer and Chili Festival.

Cost: \$6,000.00

**CONTACT TO SPONSOR**

[emily@sacramentobeerandchilifestival.com](mailto:emily@sacramentobeerandchilifestival.com)

**916.272.2332**



## 2019 SPONSORSHIP OPPORTUNITIES

### SACRAMENTO BEER AND CHILI SPONSORSHIP LEVELS AVAILABLE (continued)

#### CAYENNE SPONSOR (THREE AVAILABLE)

- Clickable sponsor logo featured on sponsorship page- [SacramentoBeerandChiliFestival.com](http://SacramentoBeerandChiliFestival.com).
- Logo placement on t-shirts that are worn by all volunteers and are available for sale at the event.
- Sponsor logo will be featured on any flyers and/or posters for Sacramento Beer and Chili Festival (must commit by January 31, 2019 to be included in flyers/posters).
- Sponsor logo will be featured on any advertising campaigns for Sacramento Beer and Chili Festival (must commit by January 31, 2019 to be included in advertising campaigns).
- Sponsor will be highlighted on all email marketing campaigns.
- Sponsor will be promoted via social media campaign on Facebook, Twitter and Instagram a minimum of 5 times.
- Sponsor will be highlighted as a sponsor on a press release sent to local media outlets (must commit prior to February 28, 2019 to be included in the press release).
- Promotional booth (10 x 10) at Sacramento Beer and Chili Festival. We will provide one table and two chairs. Sponsor will provide own tent and signage.
- Placement of banner on event stage and onstage mention of sponsorship.
- 4 general admission event tickets.

Cost- \$2,500.00

#### SERRANO SPONSOR (THREE AVAILABLE)

- Clickable sponsor logo featured on sponsorship page- [SacramentoBeerandChiliFestival.com](http://SacramentoBeerandChiliFestival.com)
- Sponsor will be highlighted on all email marketing campaigns.
- Sponsor will be promoted via social media campaign on Facebook, Twitter and Instagram a minimum of 5 times.
- Promotional booth (10 x 10) at Sacramento Beer and Chili Festival. We will provide one table and two chairs. Sponsor will provide own tent and signage.
- 2 general admission event tickets.

Cost- \$1,000.00

#### CAYENNE SPONSOR (EIGHT AVAILABLE)

- Clickable sponsor logo featured on sponsorship page- [SacramentoBeerandChiliFestival.com](http://SacramentoBeerandChiliFestival.com)
- Promotional booth (10 x 10) at Sacramento Beer and Chili Festival. We will provide one table and two chairs. Sponsor will provide own tent and signage.

Cost- \$500.00

**CONTACT TO SPONSOR**

[emily@sacramentobeerandchilifestival.com](mailto:emily@sacramentobeerandchilifestival.com)

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## Sponsorship Agreement

**Deadline- See above for various deadlines**

Please print and fill out the following form and mail with check to: The Grid Agency, 2420 K Street, Suite #240, Sacramento, CA 95816. Agreements with a credit card payment can also be faxed to 916-473-5825 or emailed to [emily@sacramentobeerandchilifestival.com](mailto:emily@sacramentobeerandchilifestival.com)

Please email a high-res version of your logo for website/social media/advertising use to [emily@sacramentobeerandchilifestival.com](mailto:emily@sacramentobeerandchilifestival.com).

**Sponsorship-** Please select what sponsorship level you are agreeing to.

- Habanero Sponsor- \$6,000.00
- Cayenne Sponsor- \$2,500.00
- Serrano Sponsor- \$2,000.00
- Cayenne Sponsor- \$2,000.00
- Other- Media Sponsorship and/or Trade Sponsorship. Please provide details below. Must be approved in writing by Emily Griggs.

<b>Business Name</b>	
<b>Primary Contact</b>	
<b>Phone</b>	
<b>Email</b>	
<b>Mailing Address</b>	
<b>Invoice or Credit Card?</b>	
<b>Type of Credit Card</b>	
<b>Credit Card Number *</b>	

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<b>Name on Credit Card</b>	
<b>Expiration Date</b>	
<b>CVV Code</b>	
<b>Billing Address</b>	
<b>Amount to be Charged</b>	
<b>Authorized Signature</b>	
<b>Tickets</b>	Please indicate where you want your tickets mailed or if you want them held at Will Call. If leaving at Will Call, please list the name they should be held under (will need to show an ID to pick-up)
<b>Sponsorship Details</b>	Please provide Sponsorship details below if media sponsorship or custom sponsorship package agreed upon with Emily Griggs.

Receipt of above form and payment confirms paid sponsorship of selected event. Media sponsorship and/or trade sponsorship must be confirmed in writing by Emily Griggs.