

CHARLESTON BEER FEST

2021 SPONSORSHIP OPPORTUNITIES

October 9, 2021



ABOUT CHARLESTON BEER FEST

Charleston Beer Fest is back for the 10th annual celebration of great beer, community and activities! This annual charity fundraiser benefits Palmetto Community Care with proceeds helping PCC in its work to support those living with and affected by HIV/AIDS in the Lowcountry.

Known as Charleston's largest and most dynamic beer festival, Riverfront Park in North Charleston will once again be transformed into an oasis for craft beer, live music, exciting beer games, delicious food and great sponsors and vendors. The festival features an epic line-up of craft brews, a home brewer tent, fun and unique games, food, live music, and more!

Saturday, October 9, 2020 – Noon (VIP) 1pm (GA) – 7pm

www.chsbeerfest.org

BY THE NUMBERS

- ✓ 4,110+ Attendees Age 21+ in 2019 ✓
- ✓ 100+ Sponsors & Vendors
- ✓ Top 5 Zip Codes:
 - o 29405 – North Charleston
 - o 20407 – West Ashley – Inner
 - o 29412 – James Island
 - o 29414 – West Ashley – Outer
 - o 29403 – Downtown Charleston
- ✓ 20% Out-of-State Guests
- ✓ 14,853 Social Media Followers across Facebook, Twitter and Instagram
- ✓ 6,646 Dedicated Newsletter Subscribers
- ✓ Thousands of media impressions across print and digital
- ✓ 220+ Volunteers
- ✓ 92% Attendee Satisfaction Rate



SUPPORT A GREAT CAUSE



**Palmetto
Community
Care**

All proceeds from Charleston Beer Fest will go directly to Palmetto Community Care. As a 501(c)3 nonprofit organization, your sponsorship and contributions to this fundraising festival are tax deductible.

You can rest assured your sponsorship dollars will remain in the Lowcountry and help PCC fulfill its mission dedicated to enhancing the quality of life for persons living with HIV and AIDS and to providing HIV prevention resources and programs for schools, churches, community organizations and workplaces in Charleston, Berkeley and Dorchester counties.

Thank you for your consideration in becoming a partner in this amazing event and in our fight to help those living with and affected by HIV/AIDS!



OUR PARTNERSHIP PHILOSOPHY

While we may call supporters of Charleston Beer Fest our “Sponsors” we truly consider them to be our partners. Through investment in our mission, you help make an amazing festival possible. Plus, your generosity allows us to do more in helping our clients and community live healthier, more sustainable lives. It has been our fundraising motto for more than 28 years to “help those who help us” and we believe in providing the highest level of visibility and benefits to our partners. This philosophy continues on into the 9th year of the Charleston Beer Fest.

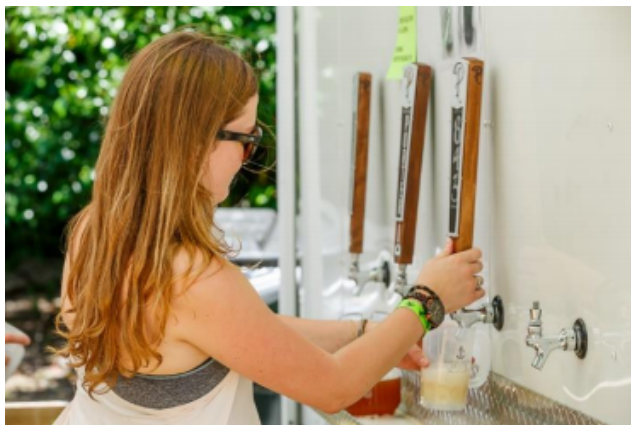
We will consider your support a contribution that is wisely placed, with expectations that we will provide you with the highest level of return. We understand ROI and we have created our Sponsorship

Levels to help you achieve your own goals. Please know the following levels are guideposts. We are happy to make adjustments and tailor packages to your unique needs and wishes. We want to partner with you because we know that together we can achieve more.



BREWERY PARTNERS

Charleston Beer Fest is, first and foremost, about the beer! Our Brewery Partners are the 40+ breweries featured at the event, each pouring amazing craft brews. Our goal is to have a diverse and eclectic selection of breweries and beers from across the Carolinas that our attendees have come to expect.



FULL PINT BREWERY PARTNERSHIP

Our standard and preferred brewery partnership level. **You agree to provide two ½ barrels of two different beers for the festival (total beer donation must be equal to four ½ barrels).** We prefer to have these donated, but you can also provide a cash sponsorship of \$1,000 and we will purchase the beer from your distributor. In exchange, you will receive the following:

ADDITIONAL BENEFITS & CONSIDERATIONS

- General Admission Tickets: 10
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- 10'x10' dedicated space with table (you provide the tent and beer)
- Merch sales OK
- Email Blasts: 4
- Social Media Posts & Mentions: 4 Minimum
- Print Advertising Inclusion: Select
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes

HALF PINT BREWERY PARTNERSHIP

Our LIMITED brewery partnership level for those that cannot commit to four ½ barrels. **You agree to provide two ½ barrels of one beer for the festival.** We prefer to have these donated, but you can also provide a cash sponsorship of \$500 and we will purchase the beer from your distributor. In exchange, you will receive the following:

ADDITIONAL BENEFITS & CONSIDERATIONS

- General Admission Tickets: 5
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- 10'x10' shared space with table (you provide the pourer and beer)
- Merch sales OK
- Email Blasts: 2
- Social Media Posts & Mentions: 2 Minimum
- Print Advertising Inclusion: Select
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes

Please contact Mason Wills (864) 609-7521 or tmasonwills@howlinhoundproductions.com to discuss any questions you may have about being Brewery Partner in 2021!

SPONSORSHIP REPLY FORM

We are excited to have you join us and participate as a sponsor for the 2020 Charleston Beer Fest. This festive event is a great opportunity to reach an engaged audience and support the important work Palmetto Community Care.

Please return this form to:

Maryann Mazurek
Palmetto Community Care
3547 Meeting Street Road
(843) 860-8166 | maryann@theeventcooperative.com

Sponsorship Level:

☐ Full Pint ☐ Half Pint

Contact Information:

FIRST NAME LAST NAME

EMAIL PHONE

ADDRESS

CITY STATE ZIP

DISTRIBUTOR NAME, CONTACT NAME AND CONTACT EMAIL

HOW SHOULD WE LIST YOU FOR MARKETING PURPOSES



By signing below you are agreeing to donate at the specified amount (4 half bbls for Full Pint and 2 half bbls for Half Pint) to Palmetto Community Care for Charleston Beer Fest on Saturday October 9, 2021. You are also agreeing to ensure your space is set up by 6PM on Friday, October 8, 2021 and that you will provide at least one staff member or volunteer at your beer station between the hours of Noon and 7PM during the festival, to inform volunteers about your product and answer questions that may arise.

SIGNATURE

DATE