



**SF BEER  
WEEK**  
FEBRUARY 10 *Thru* 19 2012



*Sponsorship Details*



# Overview

SF BEER WEEK 2012  
SPONSORSHIP DETAILS

San Francisco Beer Week offers a wide variety of sponsorship opportunities for small and large sponsors, with significant visibility to the public, the media, and food and beverage industry leaders. Sponsors will receive local and national recognition via our website, social media tools, media partners, opening celebration signage, posters, and other printed promotional materials.

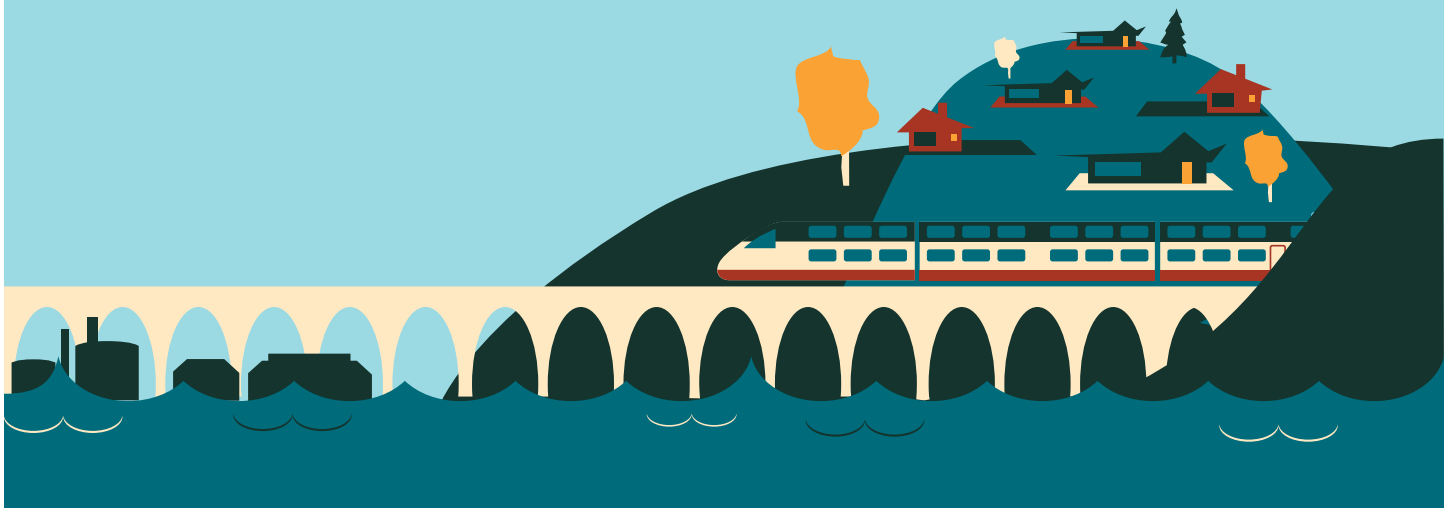
Sponsoring SF Beer Week makes a strong statement to the local and national craft beer community that you support the pioneering spirit, creativity, and quality of craft beer. Your brand will be aligned with these values for the thousands of people that engage with SF Beer Week. Sponsorship funds all production, marketing, design, and promotional costs. Our sponsors make SF Beer Week possible.

There are four sponsorship levels available. The number of sponsors at any one level is limited to maximize the exposure and value of those sponsors' generous commitments.

To request a Media Sponsorship package, please contact Dave McLean:

**DAVE@MAGNOLIAPUB.COM.** To request a Sponsorship package, please contact

Ron Silberstein: **RON@THIRSTYBEAR.COM**



# Placement Examples

SF BEER WEEK 2012  
SPONSORSHIP DETAILS



*Opportunities*

**SF BEER WEEK 2012**  
SPONSORSHIP DETAILS

presenting sponsor

SAN FRANCISCO

**BREWERS  
GUILD**

## CO-PRESENTING SPONSOR

◀ \$25,000 (LIMITED TO 1) ▶

*Ideal for a company wishing to join the success of craft beer.*

### ELECTRONIC MEDIA

Logo (with link) on Website Homepage

Logo (with link) throughout Website

Logo (with link) on  
Website Sponsor Directory

Logo on Mobile Device Apps

Mention as Co-Presenting Sponsor in  
all SF Beer Week email blasts

Mention as Co-Presenting Sponsor in  
3 Twitter updates

### MEDIA

Mention in all press releases

Mention in all advertising

### EVENT PRESENCE

Logo on Posters distributed to event venues

Logo on Postcards distributed  
to event venues

Logo on Coasters distributed  
to event venues

Thanked publicly as a presenting sponsor  
at Opening Celebration

Logo on "Event Held Here"  
Exterior Window Vinyls

Logo on other printed materials  
as appropriate

### OPENING CELEBRATION

Prominent logo placement  
on signage at Opening Celebration

Opportunity to host a special VIP meet-  
and-greet salon at Opening Celebration

Opportunity to host a branded booth  
at Opening Gala

Opportunity for product placement in VIP/  
media gift bags at Opening Celebration

Thanked publicly as Co-Presenting  
Sponsor at the Opening Celebration

4 Complimentary Tickets  
to the Opening Celebration

4 Complimentary SF Beer Week T-shirts



*Opportunities*

**SF BEER WEEK 2012**  
SPONSORSHIP DETAILS

## OFFICIAL SPONSOR

◀ \$10,000 (LIMITED TO 3) ▶

*Ideal for a company wishing to align its brand with the consumers, leaders, and tastemakers in the craft beer world.*

### ELECTRONIC MEDIA

Logo (with link) on Website Homepage

Logo (with link) throughout Website

Logo (with link) on Website Sponsor Directory

Mention as Sponsor in all SF Beer Week email blasts

Mention as Sponsor in 3 Twitter updates

### MEDIA

Mention in all press releases

Mention in all advertising

### EVENT PRESENCE

Logo on Posters distributed to event venues

Logo on Postcards distributed to event venues

Logo on Coasters distributed to event venues

Logo on other printed materials as appropriate

### OPENING CELEBRATION

Logo on signage at Opening Celebration

Opportunity for product placement in VIP/media gift bags at Opening Celebration

Thanked publicly as an Official Sponsor at the Opening Celebration

4 Complimentary Tickets to the Opening Celebration

4 Complimentary SF Beer Week T-shirts



*Opportunities*

**SF BEER WEEK 2012**  
SPONSORSHIP DETAILS

## INDUSTRY SPONSOR

◀ **\$3,000 (UNLIMITED)** ▶

*Ideal for a company wishing to gain exposure to consumers, leaders, and tastemakers in the craft beer world.*

### ELECTRONIC MEDIA

Logo (with link) throughout Website

Logo (with link) on Website Sponsor Directory

Mention as a sponsor in 3 SF Beer Week email blasts

Mention as a sponsor in 1 Twitter update

### EVENT PRESENCE

Logo on Posters distributed to event venues

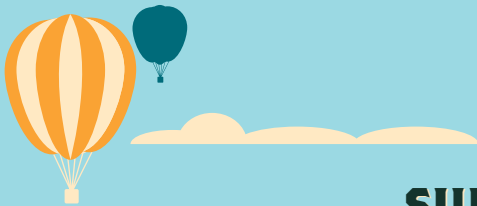
### OPENING CELEBRATION

Logo on signage at Opening Celebration

Thanked publicly as a Sponsor at the Opening Celebration

2 Complimentary Tickets to the Opening Celebration

2 Complimentary SF Beer Week T-shirts



## SUPPORTING SPONSOR

◀ **\$500 (UNLIMITED)** ▶

*Ideal for companies and individuals wishing to support craft beer throughout the Bay Area.*

### ELECTRONIC MEDIA

Logo (with link) on Website Sponsor Directory

Mention as a sponsor in 1 SF Beer Week email blast

Mention as a sponsor in 1 Twitter update

### OPENING CELEBRATION

Logo on signage at Opening Celebration

Thanked publicly as a Sponsor at the Opening Celebration

Complimentary Ticket to the Opening Celebration