

34TH ANNUAL



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Sponsorship Inquiries:

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San Francisco International Beer Festival

Known as the SF Beer Fest by locals and legions of loyal attendees, this is the original beer fest on the west coast!

- ★ 3000+ attendees
- ★ SF's only beer festival with unlimited beer and food samplings
- ★ More than 100 beers, plus food from some of SF's best restaurants
- ★ Live music, the crowning of SF's 2017 corn hole champion, and more!
- ★ Organized by parent volunteers with all proceeds benefiting the nonprofit Telegraph Hill Cooperative Preschool (tax ID: 946024531)





Good beer and good times for a good cause!

100% of the profits benefit the Telegraph Hill Cooperative Nursery School

- ★ Founded in October 1954, one of the oldest parent-run co-op nursery schools
- ★ Provides affordable early-childhood education to families in San Francisco
- ★ Beer Fest revenue funds the teaching and learning programs for an entire year
- ★ A non-profit 501c3 corporation (tax ID: 946024531)





Paid Sponsorship Levels

Exclusive sponsorships (1 of each available)

PRESENTING SPONSOR \$25,000

- Exclusive designation as Presenting Sponsor of San Francisco International Beer Fest (e.g. The San Francisco International Beer Fest presented by “your organization”)
- Sponsor’s name with “Presented by” appears with event name on all event signage, tickets, maps, website and T-shirts.
- Recognition as Presenting Sponsor in all electronic promotions of the event by SFIBF and its event organizers, including email blast to 8K past attendees, social media channels (Facebook, Instagram, Twitter), event website, and paid online advertising for the event.
- Dedicated table at the event to promote your company, distribute giveaways, etc.
- Opportunity to make a sponsor announcement over the loud speaker at the event.
- Recognition as Presenting Sponsor in media coverage. Our past coverage includes:
 - *SFWeekly*
 - CBS
 - 102.5 FM KDON
 - Johnny FunCheap
 - *San Francisco Bay Guardian*
- 20 Brewmaster (VIP) Tickets to SF International Beer Fest



Paid Sponsorship Levels

Exclusive sponsorships (1 of each available)

MUG SPONSOR: \$10,000

- Logo on all tasting mugs
- Featured logo on event website
- Announcement on social media + email to ticket purchasers
- Dedicated table at the event to promote your company, distribute giveaways, etc.
- Logo on Welcome Signs
- Logo on Festival Maps
- 6 tickets to SF International Beer Fest

SHIRT SPONSOR: \$10,000

- Logo on event t-shirts
- Featured logo on event website
- Announcement on social media + email to ticket purchasers
- Dedicated table at the event to promote your company, distribute giveaways, etc.
- Logo on Welcome Signs
- Logo on Festival Maps
- 6 tickets to SF International Beer Fest



Paid Sponsorship Levels

Supporting sponsorships (multiple)

IPA SPONSOR: \$5,000

- Featured logo on event website
- Announcement on social media + email to ticket purchasers
- Dedicated table at the event to promote your company, distribute giveaways, etc.
- Logo on Welcome Signs
- Logo on Festival Maps
- 6 tickets to SF International Beer Fest

STOUT SPONSOR: \$2,500

- Featured logo on event website
- Announcement on social media + email to ticket purchasers
- Logo on Welcome Signs
- Logo on Festival Maps
- 4 tickets to SF International Beer Fest



Good beer and good times for a
great cause, since 1984.
Join us!

