

CHARLESTON BEER FEST

2022 SPONSORSHIP OPPORTUNITIES

October 22, 2022



ABOUT CHARLESTON BEER FEST



Charleston Beer Fest is back! After a 2 year COVID hiatus, the 10th annual celebration of great beer, community and activities is coming back bigger than ever! 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 22, 2022

Gates Open at Noon (VIP) 1PM (GA) until 7PM

www.chsbeerfest.org

BY THE NUMBERS

4,110+

Attendees Age 21+
in 2019 100+

20%

Out-of-State
Guests

14,853

Social Media Followers across
Facebook, Twitter and Instagram

100+

Sponsors & Vendors

220+

Volunteers

6,646

Dedicated Newsletter Subscribers

Top 5 Zip Codes

29405 – North Charleston

20407 – West Ashley – Inner

29412 – James Island

29414 – West Ashley – Outer

29403 – Downtown Charleston

Thousands

of Media Impressions Across Print
and Digital

92%

Attendee Satisfaction Rate



SUPPORT A GREAT CAUSE



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 30 years to “support those who support us” and we believe in providing the highest level of visibility and benefits to our partners. This philosophy continues on into the 10th 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.



PRESENTING SPONSOR \$30,000

Presenting Sponsorship rights include top billing for the 2022 Charleston Beer Fest. The event will be billed as: Charleston Beer Fest, Presented by (YOUR NAME HERE) in all usage and across all platforms. We will ensure our Presenting Sponsor will have the highest level of visibility through pre-event promotions, at event promotion and post-event wrap ups. Charleston Beer Fest and the Presenting Sponsorship will provide you with months of positive media and audience connection that culminate in a successful event with thousands of locals and visitors.

ADDITIONAL BENEFITS & CONSIDERATIONS

- VIP Tickets: 50
- General Admission Tickets: 50
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 10
- 20'x20' At-Event Space: 1
- Print Advertising Inclusion: All
- All Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided
- Event wristbands for 4,500+ attendees
- Event Tickets: All 4,500+ tickets are digitally created, emailed and then printed for check-in by attendees. Your sponsorship at this level will allow for a full-color logo or ad placement on each and every ticket.

OVERVIEW OF SPONSORSHIP LEVELS

Our sponsorship levels have been created to cultivate the highest level of exposure and connection to thousands of guests at Charleston Beer Fest. Remember, we are happy to adjust benefits and considerations to customize a package that helps your business achieve your goals.

SPONSORSHIP LEVELS

SUPPORTING SPONSOR \$15,000

The Supporting Sponsor's presence will be found throughout the entire event. This sponsor receives promotion through all media channels and extensive activation at the event. This level of support is fully customizable to the exact needs of the sponsor.

ADDITIONAL BENEFITS & CONSIDERATIONS

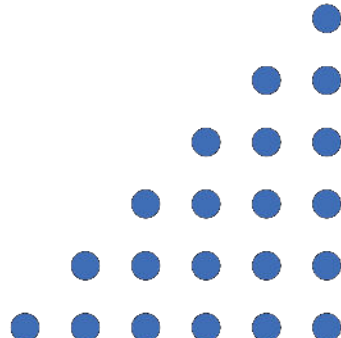
- VIP Tickets: 25
- General Admission Tickets: 25
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 6
- 10'x10' At-Event Space: 1
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided

BEER STEIN SPONSOR \$10,000

Our Beer Stein Sponsor has 4,500+ walking advertisements as your logo is prominently printed on one side of our re-usable, commemorative beer steins. Each attendee receives a beer stein to use as they enjoy beer throughout the festival and nearly all take these home for continued use after the event.

ADDITIONAL BENEFITS & CONSIDERATIONS

- VIP Tickets: 15
- General Admission Tickets: 10
- Print Advertising Inclusion: All
- Distribute Promotional Items: Yes • Poster Inclusion: Logo
- Festival Photo Usage: Yes
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: 4
- Social Media Posts & Mentions: 6



SPONSORSHIP LEVELS

VIP OASIS SPONSOR \$7,500

Our VIP tickets have sold out well in advance of the event year after year. With this in mind, we will be expanding the VIP Oasis to 1,000+ attendees this year. The VIP Oasis is home base for our attendees who want a higher-end experience that includes a special tented area, fans, private restrooms, special tastings, gift items and more.

ADDITIONAL BENEFITS & CONSIDERATIONS

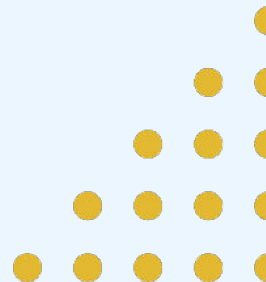
- VIP Tickets: 15
- General Admission Tickets: 15
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 6
- 10'x10' At-Event Space: 1
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided

HOMEBREWERS' VILLAGE SPONSOR \$5,000

This level will provide you with top billing at the extremely popular Homebrewers' Village and include a dedicated area for promotion, activation and signage with your company. Have naming rights to our annual Homebrewers competition and activities. This area is open to all 4,500+ attendees to enjoy!

ADDITIONAL BENEFITS & CONSIDERATIONS

- VIP Tickets: 15
- General Admission Tickets: 15
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: All
- Social Media Posts & Mentions: 6
- 10'x10' At-Event Space: 1
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided



SPONSORSHIP LEVELS

MUSIC STAGE SPONSOR \$5,000

Coming to you live, from the (YOUR COMPANY NAME HERE) Main Stage at Charleston Beer Fest! This is the center of activity throughout the day as our emcee introduces musical acts, competitions and announcements. We will prominently feature you and your sponsorship throughout the event promotion and at-event stages, including stage banner placement. This sponsorship may also include emcee selection benefits.

ADDITIONAL BENEFITS & CONSIDERATIONS

- VIP Tickets: 5
- General Admission Tickets: 10
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: 4
- Social Media Posts & Mentions: 6
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Banners: Sponsor provided to fit event main stage

TRANSPORTATION SPONSOR \$5,000

The key to getting Charleston Beer Fest attendees' attention is to get them to and from the event in a hassle-free experience. Your sponsorship would make it possible for us to provide shuttle services from assigned parking areas for 4,500+ attendees

ADDITIONAL BENEFITS & CONSIDERATIONS

- VIP Tickets: 5
- General Admission Tickets: 10
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- Email Blasts: 4
- Social Media Posts & Mentions: 6
- 10'x10' At-Event Space: 1
- Print Advertising Inclusion: All
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banner: Sponsor Provided

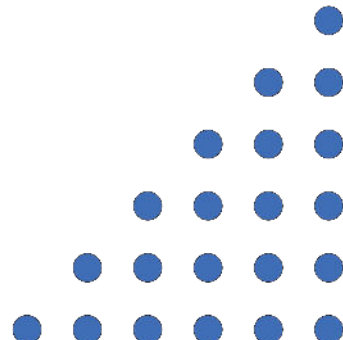


PHOTO BOOTH SPONSOR \$2,500

Your logo and branding will be used on all printed and digital photos taken at the Charleston Beer Fest Photo Booth. Celebrate with a constant stream of selfie loving attendees who want to capture fun memories and then share across their personal social media platforms.

ADDITIONAL BENEFITS & CONSIDERATIONS

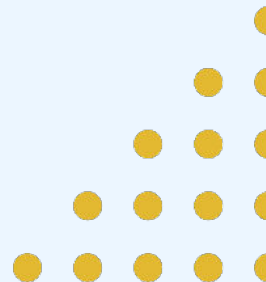
- General Admission Tickets: 10
- Website Inclusion: Logo + Link
- Email Blasts: 2
- Social Media Posts & Mentions: 4
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided
- 10'x10' At-Event Space: 1
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes

BEER GARDEN SPONSOR(S) \$2,000

With so much activity, great brews and food, our attendees need spaces to relax and enjoy time with friends and family. We provide two Beer Gardens at the event that include fenced-off areas with tables, chairs and areas to connect and relax. Our Beer Garden Sponsors make these areas possible. Your brand will be prominently featured within these great spaces.

ADDITIONAL BENEFITS & CONSIDERATIONS

- General Admission Tickets: 8
- Website Inclusion: Logo + Link
- Email Blasts: 1
- Social Media Posts & Mentions: 2
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided
- 10'x10' At-Event Space: 1
- Festival Map Inclusion: Yes
- Distribute Promotional Items: Yes



BEER GAMES SPONSOR(S)

\$2,000 PER GAME

Sponsor one of our popular event activities and receive special attention as your sponsored game or competition occurs. Choose from one of our signature activities like the Music Bingo, Giant Beer Pong, Cornhole Tournament, Arm Wrestling, The Pony Hop, and many more. We are happy to help you promote your company through event signage and at event promotions.

ADDITIONAL BENEFITS & CONSIDERATIONS

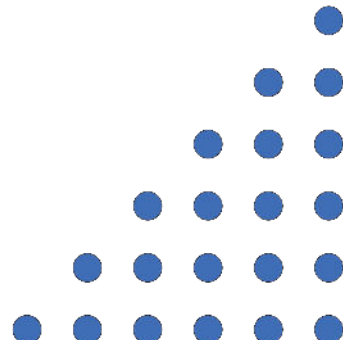
- General Admission Tickets: 5
- Website Inclusion: Logo + Link
- Email Blasts: 1
- Social Media Posts & Mentions: 2
- Festival Map Inclusion: Yes

EXHIBITING SPONSOR(S) \$1,500

This level combines the benefits of sponsorship with the connection to attendees that our great vendors receive. You will receive an assigned 10'x10' exhibit space with a tent, two chairs and one 8' table.

ADDITIONAL BENEFITS & CONSIDERATIONS

- General Admission Tickets: 4
- Website Inclusion: Logo + Link
- Festival Map Inclusion: Yes
- 10'x10' At-Event Space: 1
- Distribute Promotional Items: Yes
- Festival Photo Usage: Yes
- Event Banners: Sponsor Provided



SPONSORSHIP LEVELS

BREWERY PARTNERS \$1,000 OR DONATION IN-KIND

Charleston Beer Fest is, first and foremost, about the beer! Our Brewery Partners are the 20+ breweries featured at the event, each pouring 2 different brews. Our goal is to have a diverse and eclectic selection of breweries and beers that our attendees have come to expect.

ADDITIONAL BENEFITS & CONSIDERATIONS

- General Admission Tickets: 10
- Website Inclusion: Logo + Link
- Poster Inclusion: Logo
- 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
- Event Banners: Sponsor Provided

Please fill out
Sponsorship form
and return to:

Richard Reams

Palmetto Community Care

3547 Meeting Street Road

843-747-2273 | 864-985-2440

rreams@palmettocare.org

CHARLESTON BEER FEST SPONSORSHIP REPLY FORM

We are excited to have you join us and participate as a sponsor for the 2022 Charleston Beer Fest. This festive event is a great opportunity to reach an engaged audience and support the important work at Palmetto Community Care.

Sponsorship Level:

- ☐ Presenting Sponsor (\$30,000)
- ☐ Supporting Sponsor (\$15,000)
- ☐ Beer Stein Sponsor (\$10,000)
- ☐ VIP Oasis Sponsor (\$7,500)
- ☐ Music Stage Sponsor (\$5,000)
- ☐ Homebrewers' Village Sponsor (\$5,000)
- ☐ Photo Booth Sponsor (\$2,500)
- ☐ Transportation Sponsor (\$2,500)
- ☐ Beer Garden Sponsors (\$2,000)
- ☐ Exhibiting Sponsor (\$1,500)
- ☐ Brewery Partner (\$1,000/or In-Kind Beer Donation)

Contact Information:

FIRST NAME _____ LAST NAME _____

EMAIL _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOW SHOULD WE LIST YOU FOR MARKETING PURPOSES?

I AM PAYING WITH: ☐ CHECK ☐ ONLINE ☐ CREDIT CARD (INFO BELOW)

CREDIT CARD NUMBER _____

EXPIRATION DATE _____ CVV# _____

SIGNATURE NAME ON CARD _____

Please return this form to:

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