

CHARLESTON BEER FEST

2023 SPONSORSHIP OPPORTUNITIES

September 9, 2023



ABOUT CHARLESTON BEER FEST

Charleston Beer Fest is back! 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, September 9, 2022 – VIP: 12:00pm-7:00pm, GA: 1:00pm-7:00pm

www.chsbeerfest.org

BY THE NUMBERS

- ✓ 4,500+ Attendees Age 21+ in 2022
- ✓ 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
- ✓ 17,709 Social Media Followers
- ✓ 8,959 Dedicated Newsletter Subscribers
- ✓ Over 3.7 million digital impressions
- ✓ Over 395,000 net digital audience members
- ✓ 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 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 “help those who help us.” We believe in providing our partners the highest level of visibility and benefits.

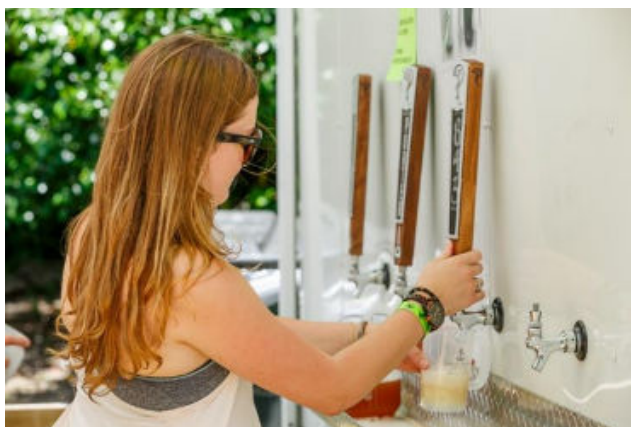
We will consider your support a wisely placed contribution, with expectations that we will provide you with the highest level of return. We understand ROI and have created our Sponsorship Levels to help you achieve your goals. Please know the following levels are guideposts. We are happy to make

adjustments and tailor packages to your unique needs and wishes. We want to partner with you because we know we can achieve more together.



BREWERY PARTNERS

Charleston Beer Fest is, first and foremost, about 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 equal 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 (you provide the table, 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 (you provide the table, tent, 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 Richard Reams (864) 985-2440 or rreams@palmettocare.org to discuss any questions you may have about being a Brewery Partner in 2023!