Skowhegan Craft Brew Festival—Saturday, September 4, 2021
Deadline to sponsor: July 15, 2021

The Skowhegan Craft Brew Festival attracts more than 1,200 attendees and connects visitors and residents to Maine craft brews while promoting Skowhegan as local food destination.

Target Demographic: Regional food lovers and New England craft brew enthusiasts.

Exclusive sponsorship Opportunities

VIP Hour Sponsor - $2,500 [SOLD to Skowhegan Savings Bank]
- Sponsorship of VIP Hour
- Large sign on perimeter fence near entrance
- Opportunity to speak during event
- Booth/table space at event
- Four VIP passes
- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

Sunglasses Sponsor - $1,500 [SOLD to Animal Medical Clinic]
- Logo on sunglasses (amount TBD based on price)
- Two VIP passes
- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

Music Sponsor - $1,000
[Two available; first right of refusal to Bigelow Brewing Co. & Redington-Fairview General Hospital]
- Large sign on perimeter fence behind band
- Two VIP passes
- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

Brewer Gift Bags Sponsor - $1,000 [First right of refusal to Maine Grains]
- Logo on swag bags (co-branded with brew fest logo) given to all brewers and unlimited promo materials inside (category exclusivity)
- Two VIP passes
- Two General Admission passes
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Wristbands Sponsor - $1,000 [SOLD to Franklin Savings Bank]
• Logo on wristbands given to all attendees (expecting 1,200+)
• Two VIP passes
• Two General Admission passes
• Sign on perimeter fence (around festival)
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Misting Station Sponsor - $1,000
[First right of refusal to Hight Family of Dealerships (SOLD) & Butler’s Car Wash]
• Signage at misting station
• Two VIP passes
• Two General Admission passes
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Best in Brew Sponsor - $1,000 [SOLD to Short Circuit Electric]
• Logo on Best in Brew voting forms given to 1,200+ attendees
• Two VIP passes
• Two General Admission passes
• Sign on perimeter fence (around festival)
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases

Event Ticket Sponsor - $1,000 [SOLD to DuBois Construction and Damon’s]
• Logo on all tickets sold to 1,200+ attendees
• Two VIP passes
• Two General Admission passes
• Sign on perimeter fence (around festival)
• Radio promotion (Augusta, Bangor, Portland)
• Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
• Logo and link on website
• Logo and link on brew fest emails
• Inclusion in press releases
Additional Sponsorship Opportunities

**Ticket Package - $750**
- Eight General Admission passes or six VIP passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on brew fest emails

**Media Package - $500**
- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Name linked on website
- Name linked on brew fest emails

**Tent Package - $250**
- Sponsor of and signage on one brewer tent
- Two General Admission passes

**Perimeter Fence Sign Package - $150**
- Sign on perimeter fence (around festival)
- One General Admission pass

**VIP Gift Bag Item - $100**
- Product(s) and marketing materials in swag bags given to all VIP attendees (350 anticipated)

**Brewer Gift Bag Item - $50**
- Product(s) and marketing materials in swag bags given to all brewers (~30)

**Brewer Gift Bag Marketing Materials - $25**
- Promotional flyers, postcards, or other marketing materials in swag bags given to all brewers (~30)