SPONSORSHIP PROSPECTUS

DC BEER WEEK 2019

CELEBRATING CRAFT BEER IN THE NATION'S CAPITAL FOR 11 YEARS

SEPTEMBER 8 - 15

DC BEER WEEK™

Welcome to DC Beer Week 2019!

DC BEER WEEK is an 8 day celebration of craft beer and the brewing industry in the District of Columbia. This annual celebration highlights the diversity and quality of locally available craft beer, and connects beer lovers with great local breweries, retailers, taverns, and restaurants through a series of exciting and informative events that feature hundreds of great craft beers!

The DC Brewers' Guild invites you to be a part of this exciting week by becoming an Event or Corporate Sponsor of DC Beer Week 2019!

Why become a DC Beer Week Sponsor?

EXPOSURE AND BRAND PROMOTION

DC Beer Week Events are attended by thousands of beer lovers throughout the week. For event sponsors, this is a great opportunity to draw customers to your establishment and expose consumers to your business. For corporate sponsors, DC Beer Week its a great way to expand and expose your brand in the DC Area at different venues and through a variety of print and electronic media. DC Beer Week is traditionally prominently featured by local media partners, and we will work to ensure that our sponsors receive ample recognition throughout the week.

COMMUNITY

As a DC Beer Week Sponsor, your organization will be part of the annual premiere unifying event in the DC area for the beer industry. You will have the opportunity to take part in great events throughout the week, and network with industry insiders, vendors and beer enthusiasts. Each year, DC Beer Week sponsors make meaningful connections that help support the local brewing industry, while helping to grow their brand and business!

SUPPORT THE DC BREWERS' GUILD

Once marketing, event, and promotional costs are covered, sponsorship proceeds directly support the DC Brewers' Guild and our mission to promote the quality and diversity of locally brewed craft beer, unify the DC brewing industry, and advocate for public policies outcomes that allow the local brewing industry to continue to thrive and expand.

DC Beer Week Promotional Opportunities

DC Beer Week Sponsors Will Be Featured in Several Media Formats

DC Beer Week Website

www.dcbeerweek.net

The well established DC Beer Week website is the place to go to find out about all things related to DC Beer Week. The site prominently features DC Beer Week Sponsors and contains the official event calendar, event map, and other important and features to attract thousands of viewers throughout the year.

DC Beer Week Social Media & Email Accounts

Sponsors will be featured prominently on DCBeer Week Twitter, Instagram and Facebook feeds and email blasts. Frequency of posts varies per commitment level.

6,390 Followers	1,446 Followers	2,709 Likes	2,167 Subscribers

TaptIn - The Official DC Beer Week Smartphone App Partner

TaptIn, with thousands of users in the DC market, will list each official DC Beer Week event on their App, with event details, locations and special features. App users will receive "push notifications" featuring Marquee and Spotlight Events featuring their event, and corresponding corporate sponsors will also be recognized.

DC Beer Week Poster

The Official DC Beer Week poster, printed in early August, will be distributed and displayed at various locations and event venues throughout the City. Marquee Event and Platinum and Gold level corporate sponsors have their logos prominently displayed on the poster.

DC Beer Week Media Partners

DC Beer Week partners with several local media outlets to promote event sponsors and events, both in traditional print media and a strong on-line presence. Event and Corporate Sponsors, depending on commitment level, will be featured in editorials and purchased advertisements leading up to and throughout DC Beer Week.

Event Sponsorship Levels and Benefits

Marquee Event Sponsor - $1,000

- ONE Event Per Day
- Top Promotional Billing on Website, Poster, Official Event Listing and Media Partner Promotions
- Social Media Promotion: Posts promoting your event on DCBW Facebook, Instagram and Twitter accounts upon sponsorship purchase, once per week in August and first week of September, the day before your event, and the day of the event.
- Free "Gravity Keg" of DCBW Solidarity Beer (Kellerbier) to tap and serve at your event
- Four free tickets to DCBW Kick-Off Event
- One additional free "Official Event" Listing
- Push notifications highlighting your event to users of official DC Beer Week Smartphone App "TaptIn" : Morning of and during event
- Use of DC Beer Week Logo to Promote Event

Spotlight Event Sponsor - $500

- Up to TWO Events Per Day
- Featured Promotional Billing on Website, Official Event Listing and Media Partner Promotions
- Social Media Promotion: Posts promoting your event on DCBW Facebook, Twitter and Instagram accounts upon sponsorship purchase, week before DCBW, and day of event.
- Two free tickets to DCBW Kick-Off Event
- Push notifications and highlighting your event to users of official DC Beer Week Smartphone App "TaptIn" during event.
- Use of DC Beer Week Logo to promote event

Official Event Sponsor - $250

- Event listed on DC Beer Week Website Official Event Listing
- Event posted on Official DCBW Smartphone App "TaptIn"
- Social Media Promotion: Post announcing your event on DCBW Facebook, Twitter and Instagram Accounts upon sponsorship purchase and daily event listing
- Use of DC Beer Week Logo to promote event

Event Sponsor Benefits

DC BEER WEEK™	Marquee Event Sponsor	Spotlight Event Sponsor	Official DC Beer Week Event Sponsor
Company Logo on DC Beer Week Poster	✓		
Free Solidarity Brew Gravity Keg	✓		
Linked Logo on DC Beer Week Website	✓ Top billing on landing page!	✓	
Event listed on "Official" Event Listing on DCBW Website	✓	✓	✓
Use of DCBW Logo to Promote Your Event	✓	✓	✓
Event Social Media Promotion	• Event Announcement upon Sponsorship Purchase • Event promotion 2X week before event, day before event, and day of event	• Event Announcement upon Sponsorship Purchase • Event promotion day before event, and day of event	• Event Announcement upon Sponsorship Purchase • Event listed in official daily event listing post
TaptIn Lisitings/ Notifications	• First Event listed day of event • Push notifications day of, and during event	• Featured Event listing day of event • Push notifications during event	• Event listed on App for day of event
Tickets to DCBW Kickoff Event	4	2	

Corporate Sponsorship Levels and Benefits

Platinum Sponsor - $5,000

- Limit Three Sponsors
- Top Promotional Billing on Website, Poster, and Media Partner Promotions
- Sponsor recognition and brand placement at ALL Marquee Events
- Social Media Recognition: Platinum sponsors will be recognized on DCBW Facebook, Twitter and Instagram accounts upon sponsorship purchase, twice weekly in August and first week of September, and daily during DC Beer Week
- 8 free tickets to DC Beer Week Kick-Off Event and 4 free tickets to other select DC Beer Week events
- Use of DC Beer Week Logo for cross-promotional purposes

Gold Sponsor - $2,500

- Limit Seven Sponsors
- Featured Promotional Billing on Website, Poster and Media Partner Promotions
- Sponsor recognition and brand placement at one Marquee Event
- Social Media Recognition: Gold sponsors will be recognized on DCBW Facebook, Twitter and Instagram accounts upon sponsorship purchase, once weekly in August and first week of September, and in postings featuring matched Marquee event
- 4 Free tickets to DC Beer Week Kick-Off Event and 2 free tickets to other select DC Beer Week Events
- Use of DC Beer Week Logo for cross-promotional purposes

Silver Sponsor - $1,000

- Limit 14 Sponsors
- Featured Promotional Billing on DC Beer Week Website;
- Sponsor Recognition and Brand placement at one Spotlight event
- 2 Free Tickets to DC Beer Week Kick-Off Event
- Social Media Recognition: Silver sponsors will be recognized on DCBW Facebook, Twitter and Instagram feeds upon sponsorship purchase, once during week leading up to DCBW, once during DCBW, and in postings featuring matched Spotlight Event
- Use of DC Beer Week Logo for cross-promotional purposes

Friends of DC Beer Week - $500

- Sponsor recognition on DC Beer Week Website
- 2 Free Tickets to DC Beer Week Kick-Off Event
- Social Media Recognition: Friend of DC Beer Week will be recognized on DCBW Facebook, Twitter and Instagram feeds upon sponsorship purchase, and once during DCBW
- Use of DC Beer Week Logo for cross-promotional purposes

Corporate Sponsor Benefits

DC BEER WEEK™	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Friend of DCBW
Company Logo on DC Beer Week Poster	✓	✓		
Logo Placement and Recognition in Media Partner Advertisements	✓	✓		
Linked Logo on DC Beer Week Website	✓ Top billing on landing page!	✓	✓	✓
Use of DCBW Logo to Cross-Promotional Purposes	✓	✓	✓	✓
Event Sponsor Recognition and Brand Placement	All Marquee Events	One Marquee Event	One Spotlight Event	
Social Media Recognition	• Sponsorship Announcement upon purchase • Twice weekly in August and 1st Week of September • Daily during DC Beer Week	• Sponsorship Announcement upon purchase • Once weekly in August and 1st Week of September • Day of matched Marquee Event	• Sponsorship Announcement upon purchase • Once during 1st Week of September • Day of matched Spotlight Event	• Sponsorship Announcement upon purchase • Once during DCBW
TaptIn Lisitings/ Notifications	• Logo Placement on App • Push notification recognizing sponsorship at all Marquee Events	• Push notification recognizing sponsorship at matched Marquee Event	• Push notification recognizing sponsorship at matched Spotlight Event	
Tickets to DCBW Kickoff Event	8	4	2	2

How to Become a Sponsor

Website:

Sponsorships may be purchased with a credit card* through the DC Beer Week Website at:

http://dcbeerweek.net/become-a-sponsor

***Processing fees will be added to the total cost.**

Mail:

Sponsors may also pay by mailing a check made out to the DC Brewers' Guild to the following address:

The DC Brewers' Guild
1307 New Hampshire Ave., NW
c/o The Heurich House Museum
Washington, DC 20036

Please include information form found at:

http://dcbeerweek.net/become-a-sponsor

Questions?
Please contact:
Paul Dean
Executive Director
DC Brewers' Guild
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(202) 930-2250

DC BEER WEEK™