



DC BEER WEEK 2017

Celebrating Craft Beer in the National Capital Region!

The 9th Annual DC Beer Week is August 20 - 27, 2017, and we want you to be involved! As of today, the following sponsorship opportunities are open for participation. Spaces in specific sponsorship categories are limited, so please act fast! Sponsorships are given on a first-PAID, first-served basis. *See reverse for tiered sponsorship costs and detailed benefits for each level.*

Marquee Event Sponsor

Have an entire day of DCBW dedicated and branded to YOUR business! Be a true leader in the D.C. area beer scene and receive every promotional benefit that DCBW has to offer

Hot Spot Sponsor

Are you a player in the beer scene? This reasonably priced package gives you a chance to be a part of the celebration AND allows you to get your DCBW events featured to keep everyone talking! Available to any individual bar, restaurant, club, or location hosting events during DCBW.

Single Event Sponsor

This highly affordable entry-level package is a “no-brainer” for any beer related event. How can you not get in on this? Venues can purchase as many event listings as they desire, but they may want to consider the Hot Spot Sponsorship if they plan on celebrating multiple events throughout DCBW.

DCBW Supporter

Want to be involved in DCBW but don't have the resources to throw a large event? We still want to partner with YOU! DCBW Supporter venues must have at least one D.C. area craft beer for sale during DCBW, and run a special highlighting that beer.

Media Sponsor or Friend of DCBW? Contact us! ▶▶

MARKETING ASSESTS



DCBW Twitter – 6,185 followers



DCBW Instagram – 1,201 followers



DCBW Facebook – 2,335 likes

DCBW email list – 2,167 subscribers

GET INVOLVED!

Contact Kathy Rizzo to discuss sponsorship and lock in your support!

kathy@dcbg.org / 202-930-2250

or visit

dcbeerweek.net/become-a-sponsor

|  | MARQUEE EVENT SPONSOR \$2,500 Weekday \$3,000 Weekend | HOT SPOT SPONSOR \$750 | SINGLE EVENT SPONSOR \$150 | DC BEER WEEK SUPPORTER \$50 |
|--|--|--|--------------------------------------|---------------------------------------|
| Linked logo prominently displayed on DCBW website | ✓ | ✓ | ✓ | ✓ |
| DCBW 2017 official poster & decal for your location | ✓ | ✓ | ✓ | ✓ |
| Descriptive listing of additional event(s) on the DCBW official calendar & Google map overlay | ✓ <i><u>11 additional events</u></i> | ✓ <i><u>7 additional events</u></i> | ✓ <i><u>For 1 key event</u></i> | |
| Untappd badge with venue/ event check-in capability  | ✓ | ✓ | ✓ | |
| 4 additional social media posts within the year to promote your news & events | ✓ | ✓ | | |
| Inclusion & Emphasis in social media and PR opportunities | ✓ | ✓ | | |
| Own 1 day of DCBW w/your featured event. Heightened exposure in all DCBW promos | ✓ | | | |
| Access for your key players to participate in DCBW events including panel discussions, tastings & more! | ✓ | | | |
| Your logo listed as Sponsor in DCBW print advertising | ✓ | | | |