

# Slicefest

Eat Local . Drink Local . Be Local



©ANDIRICE

5th Annual  
06.11.16

www.slicefest.com

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## about slicefest:



In 2012, Slice Pizza & Brew celebrated their first anniversary with a block party to thank the Birmingham community for their support. This annual event has grown into a full-blown summer festival bringing in local and regional music, paired with local craft beer and specialty pizzas.

Slicefest 2013 and 2014 welcomed SOLD OUT crowds of attendees, not only from the Birmingham community, but from around the Southeast. In 2015 we broadened our footprint to include our Lakeview Neighbors. This expansion not only boosted our attendance, but also enhanced the Slicefest experience for the entire district, our patrons, and our sponsors.

Slicefest 2016, the 5th Anniversary Celebration is set for Saturday, June 11 with record crowds expected! As we plan for this years event we invite you to join us as one of our key partners. As a sponsor your company will receive an excellent return on your investment, as your name will be viewed and/or experienced by a loyal audience of thousands. The opportunity to invest in this beloved and growing festival is truly priceless.

OUR MISSION: Slicefest brings the community together for a family-friendly, one-day event to celebrate through local fare, local brew and both local and nationally celebrated music and entertainment.



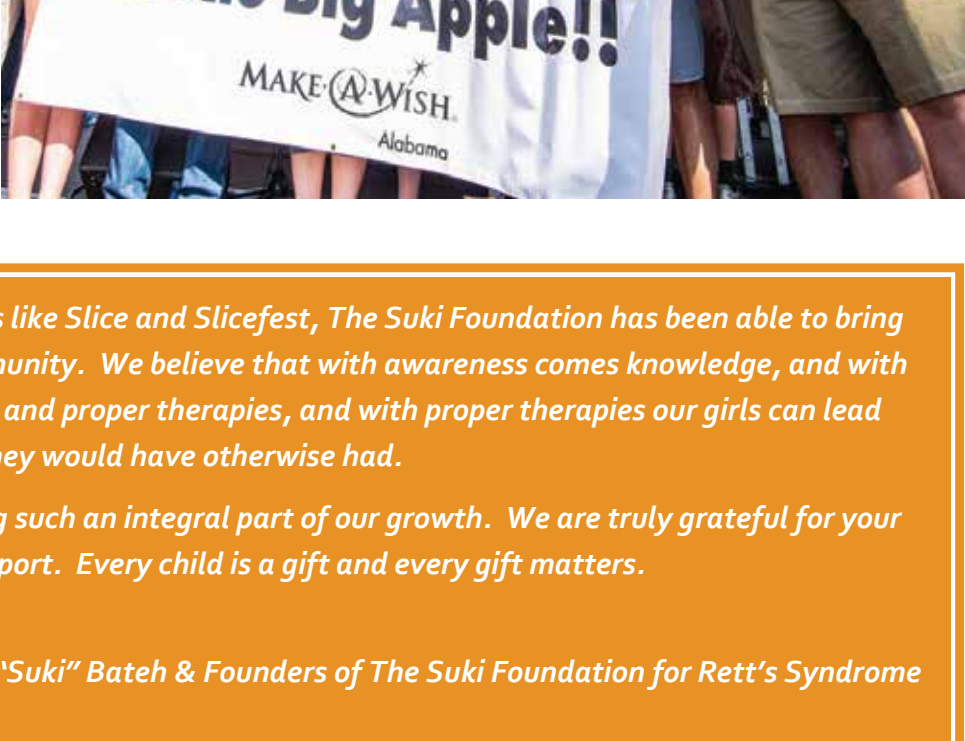
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## slicefest gives back:

Community is what Slicefest is all about. It is not just a celebration of those that support Slice Pizza and & Brew, but a way to continuously give back to The Community. Over the past four years, Slicefest has donated over \$50,000 to local charities including: Alabama Forever, Make-A-Wish Foundation, and The Suki Foundation.

Philanthropy is very important to Slice and it's owners and will continue to remain at the forefront of goals behind the production of this great event!

Our goal is to mark the 10th Anniversary of Slicefest by surpassing \$100,000 in donations. Through your support we are confident this will be achieved!



Through the help of partners like Slice and Slicefest, The Suki Foundation has been able to bring the word "Rett" to our community. We believe that with awareness comes knowledge, and with knowledge comes diagnoses and proper therapies, and with proper therapies our girls can lead more productive lives than they would have otherwise had.

Thank you Slicefest for being such an integral part of our growth. We are truly grateful for your generosity and constant support. Every child is a gift and every gift matters.

- Marie and Brian Bateh  
Parents of Sarah Katherine "Suki" Bateh & Founders of The Suki Foundation for Rett's Syndrome

## highlights / media:

MEDIA EXPOSURE INCLUDES, BUT IS NOT LIMITED TO THE FOLLOWING:

- ABC 33/40
- AL.COM
- BIRMINGHAM MAGAZINE
- BIRMINGHAM RESTAURANTS.COM
- BIRMINGHAM MOUNTAIN RADIO
- BIRMINGHAMWINE.COM
- B METRO MAGAZINE
- FOX 6 GOOD DAY ALABAMA
- GEEKALABAMA.COM
- JOX 94.5
- THE BIRMINGHAM NEWS
- THISISREALMEDIA.COM
- STYLEBLUEPRINT.COM
- VISIT SOUTH
- WELD FOR BIRMINGHAM

SOCIAL MEDIA STATS:

- FACEBOOK FRIENDS: 13,140
- TWITTER FOLLOWERS: 8,199
- INSTAGRAM FOLLOWERS: 3,733

AVERAGE AGE BREAKDOWN:

- AGES 21-30 37%
- AGES 31-40 40%
- AGES 41-50 18%
- AGES 51+ 5%

GRASSROOTS / STREET TEAM MARKETING:

- 500 POSTERS
- 5000 HANDBILLS
- 250 YARD SIGNS



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## sponsorship opportunities:

**Title Sponsor \$40,000**  
**Presenting Sponsor \$7,500**  
**Official Sponsor \$2,500**

- Title Sponsor (1 available) - \$40,000**
- Title Sponsorship of the event as a whole - "Company Name Presents Slicefest 2016" or Slicefest 2016 Presented by Company Name."
  - Category Exclusivity.
  - First right of refusal for the Title Sponsorship of Slicefest 2017.
  - Opportunity to introduce headlining act from the main stage.
  - Right to own the main stage header (company to provide artwork and Slicefest to provide signage).
  - The right to have onsite presence at the event, including a 10x20 tent to use for promotional purposes. (Slice to provide tent , tables and chairs.)
  - Logo or name inclusion on all promotional elements, including but not limited to t-shirts, posters, handbills, social media, radio and print advertising.
  - The right to hang up to (8) banners in and around the Slicefest site.
  - 20 General Admission wristbands & 30 VIP credentials.
  - Logo inclusion on www.slicefest.com and link to company website if desired.
  - Right to exploit the media in advertising your involvement in Slicefest 2016, including the use of the Slicefest logo, if pre-approved by Slice team.



- Presenting Sponsor (1 sold / 1 available) \$7,500**
- Presenting Sponsorship of the event.
  - Category Exclusivity.
  - Opportunity to introduce headlining act from the main stage.
  - Right to co-present the main stage side banners (company to provide artwork and Slicefest to provide signage).
  - The right to have onsite presence at the event, including a 10x10 tent to use for promotional purposes. (Slice to provide tent , tables and chairs.)
  - Logo or name inclusion on all promotional elements, including but not limited to t-shirts, posters, handbills, social media, radio and print advertising.
  - The right to hang up to (4) banners in and around the Slicefest site.
  - 15 General Admission wristbands & 20 VIP credentials.
  - Logo inclusion on www.slicefest.com and link to company website if desired.
  - Right to exploit the media in advertising your involvement in Slicefest 2016, including the use of the Slicefest logo, if pre-approved by Slice team.



- Official Sponsor (1 sold / 3 available) \$2,500**
- Official Sponsorship of the event.
  - Logo or name inclusion on all promotional elements, including but not limited to t-shirts, posters, handbills, social media, radio and print advertising.
  - The right to hang up to (2) banners in and around the Slicefest site.
  - 8 General Admission wristbands. & 10 VIP credentials.
  - Logo inclusion on www.slicefest.com and link to company website if desired.



Save The Date!  
5th Annual  
JUNE 11TH 2016  
www.slicefest.com

If your company is interested in being a part of Slicefest 2016, please contact Denise Koch at 205.410.8776 or denise@denisekochevents.com.

We would value the opportunity to discuss the options in this proposal or tailor a unique sponsorship package that better meets your marketing values and goals.

Thank you for your time and consideration.

www.slicefest.com  
www.slicebirmingham.com