



www.MountainBrewfest.net

Mountain Brewfest 2022 General Sponsor Information

The Event:

Mountain Brewfest 2022 presented by the McCall Rotary Club, the signature summer charity event of the season, featuring beer tasting, live music, and casual food. It will be held on Saturday, August 20th from 1 p.m. to 6 p.m. at the beautiful Terrace at Ponderosa Center in downtown McCall adjacent to Hotel McCall and across from Legacy Park on Payette Lake. This will be the second annual Mountain Brewfest and will build on the tremendous success we had last year with over 25 Sponsors and 500 attendees. A FULL 100% of all net proceeds will benefit local and regional charities. In 2021 we generated over \$20,000 for charity and we look forward to generating even more this year! We again have commitments from over 20 local and regional breweries who will feature over 40 different brews plus some hard ciders and seltzers. Beer tents and shades will be provided as well as water stations. Live music will be played throughout the event on the Terrace Stage and food will be available via food trucks along E. Lake St. The event will be open to adults only (21+) with an ID check and wristband at the gate. Admission is \$55 in advance and \$60 at the door and includes a commemorative beer mug and unlimited tastings. Advance tickets will be sold on our event webpage, <http://mountainbrewfest.net/>, which will also feature all event details and sponsor information. We anticipate attendance again in the 500+ range with both locals and visitors attending.

The Plan:

A full marketing plan is being implemented and will feature the event website, a Facebook event page, listing with the top beer festival web resource (www.beerfests.com), cross-promotion with both individual participating breweries and the largest Idaho brewers organization (Idaho Brewers United), select print media advertising, event flyers posted throughout the area, and





personal networking both through our influential membership and the extensive Rotary Club network. In addition, Sponsors will receive both a large stage sign with their logo and smaller logo signs placed throughout the venue to give them the best possible exposure.

Sponsorship Opportunities:

We have three levels of Sponsorship for Mountain Brewfest, Platinum at \$2,500, Gold at \$1,000, and Silver at \$500. Platinum is limited to Five (5) Sponsors Only and includes 15 admission tickets, 15 Beer Mugs, Print, Digital/Website, and MC Promotion, Signage at the event, AND available Booth Space for your business. This is a \$900 Value plus full promotion, signage, AND the ability to be on-site with our own booth. Gold is limited to Ten (10) Sponsors Only and includes 8 admission tickets, 8 Beer Mugs, Print, Digital/Website, MC Promotion, and Signage at the event. This is a \$480 Value plus full promotion and signage. Silver includes 4 Admission Tickets, 4 Beer Mugs, Print and Digital/Website Promotion. This is a \$240 Value plus promotion. The McCall Rotary Club is a 501(c)(3) nonprofit organization so all donations are fully tax deductible and benefit the local community. This is a win-win for both the local community and your business. It will be a great way to have fun, promote your business, and host clients and/or employees.

I look forward to following up with you so I can answer any questions you may have. Let's work together to help your business and our community!

Yours in Service,

George Seeds

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McCall Rotary Club

