



www.MountainBrewfest.net

Mountain Brewfest 2024 General Sponsor Information

The Event:

Mountain Brewfest 2024 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 17th 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 third annual Mountain Brewfest and will build on the tremendous success we had the last two years with over 30 Sponsors and 600 attendees at each event. **A FULL 100% of all net proceeds will benefit local and regional charities.** In 2023 we generated over \$20,000 for charity and we look forward to generating even more this year! We again have commitments from over 25 local and regional breweries who will feature over 50 different brews plus some hard ciders, seltzers, and non-alcoholic options. 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. The event will be open to adults only (21+) with an ID check and wristband at the gate. Admission is \$45 in advance and \$55 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 600+ 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 Rotary Club network.





In addition, Sponsors will receive signage 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 \$825 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 \$440 Value plus full promotion and signage.**

Silver includes 4 Admission Tickets, 4 Beer Mugs, Print and Digital/Website Promotion and Signage. **This is a \$220 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 and will be a great way to have fun, promote your business, and host clients and/or employees.**

Let's work together to help your business and our community!

Yours in Service,

George Seeds

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McCall Rotary Club

