



2026 Sponsor Information

The Event

Mountain Brewfest 2026, presented by the **McCall Payette Lakes Rotary**, is the premier summer fundraising event of the season. It takes place **Saturday, August 15th from 1–6 pm at Depot Park in downtown McCall.**

This marks our **6th annual** event, with past years drawing 600+ attendees and support from 30+ sponsors. In 2025, we raised approximately **\$20,000** with **100% of proceeds** used to fund local grants and scholarships.

The 2026 festival will feature samples of 30+ beers (+ ciders, seltzers, ready-to-drink cocktails, and non-alcoholic options) from the PNW and beyond. Attendees (21+ only) receive a **commemorative glass and unlimited tastings** with admission of **\$45 in advance or \$55 at the door.** **Food** will be available, and **music** from Crossroads Band and DJ McCall will play throughout.

Tickets and full event info are at www.mountainbrewfest.net

The Plan

Our full marketing plan includes:

- Event website: www.mountainbrewfest.net
- Facebook: <https://www.facebook.com/mccallmountainbrewfest/>
- Instagram: <https://www.instagram.com/mccallmountainbrewfest2025/>
- Promotion on www.beerfests.com
- Cross-promotion with participating breweries, Idaho Brewers United (IBU), Boise Beer Buddies, and the Central Idaho Mountain Biking Association (CIMBA)
- Print ads in Visit McCall, the Star News, and the 208 Guide
- Flyers posted in throughout Valley Country and in the Boise area
- Rotary Club networking
- **Sponsors receive on-site signage for maximum visibility**

Sponsorship Opportunities

PLATINUM - \$2,500 donation

Limited to Three (3) Sponsors Only and includes **15 admission tickets, 15 Beer Mugs**, Print, Digital/Website, and MC Promotion, Signage at the event, **AND Booth Space for your business**. This is a **\$825 Value** plus full promotion, signage, AND the ability to be on-site with your own booth.

GOLD - \$1,000 donation

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 - \$500 donation

Includes **4 Admission Tickets, 4 Beer Mugs**, Print and Digital/Website Promotion and Signage. This is a **\$220 Value** plus promotion.

*All sponsorships are tax-deductible through the **Rotary Club of McCall Foundation (501(c)(3))**. This is a fantastic way to support the community, promote your business, and entertain clients or staff.*

Let's make a difference together!

www.mountainbrewfest.net

Yours in Service,

George Seeds

(208) 315-2327

georgeseeds@gmail.com

Craig Vroom

(719) 648-8463

vroombc1898@gmail.com

McCall Payette Lakes

Rotary

