

# 2021 Prairie Brewfest



## SPONSORSHIP OPPORTUNITIES AND THEIR FEATURES & BENEFITS

"We attend several Brewfests and dabblers every year and the EP Brewfest is our favorite! We haven't missed a single EP Brewfest!"

**-Joe and Lucy F.**

"Nothing better than a nice beer, music and fun with friends and neighbors. 2021 will be the BEST FEST YET."

**-Jerry F.**





# About Brewfest

**3-6 P.M.**

**SATURDAY, SEPT. 11, 2021**

**PURGATORY CREEK PARK, 13001 TECHNOLOGY DRIVE, EDEN PRAIRIE**

For 40 years, the Eden Prairie Community Foundation has raised critical funds to serve those in need in our community.

Prairie Brewfest, a craft-beer sampling festival that provides dollars for the Foundation's work, is held at Purgatory Creek Park and brings in more than 700 individuals from the surrounding areas to participate in a fun event that raises money for a good cause.

Proceeds from Eden Prairie's beer festival of choice assist individuals and families living in poverty, help fund vital services to seniors and individuals living with disabilities, strengthen community services, and provide scholarships and access to after-school programs for local youth.

To recap: You. Friends. Beer. Music. Food. Outdoors. The whole shebang. For a good cause.

For more information, contact Foundation Executive Director Mark Weber at [mweber@epcommunityfoundation.org](mailto:mweber@epcommunityfoundation.org) or (952) 949-8499.

## Exclusive Brewfest Sponsorships

Only one organization will be able to secure each of the following sponsorships. Deadline is Aug. 16 except for cup and wristband sponsorships, which is Aug. 2.

### PRESENTING SPONSOR -- \$5,000

The crème de la crème because you combine your brand with one of Eden Prairie's most popular gatherings. Our presenting sponsor gets the most possible exposure and "bang for the buck," including:

- Co-branding with this Foundation event, as in "Prairie Brewfest, presented by YOUR NAME HERE"
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, press releases, website, and social media
- Display up to six banners along the perimeter of the event (sponsor to provide)
- Full-page ad in Brewfest program
- Booth space
- 20 general admission tickets to distribute to employees and clients
- 10 VIP parking spaces near Brewfest entrance
- Tax deductibility: \$4,200

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### **ENTERTAINMENT SPONSOR -- \$3,000**

Attach your name to Wondercure, Eden Prairie's favorite homegrown band, and the focus of everyone's attention while they sample beer and wine. Want to be mentioned loud and clear? This exclusive sponsor opportunity is the right place. We "wonder" if there's a "cure" to those who ignore this great sponsorship.

- Name on banner above and behind the band
- Band mention of your sponsorship at beginning, middle, and end of performance
- Logo on "exclusive sponsor" signage in front of band
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, press releases, website, and social media
- Half-page ad in Brewfest program
- Booth space
- 15 general admission tickets to distribute to employees and clients
- 5 VIP parking spaces near Brewfest entrance
- Tax deductibility: \$2,400

### **BIODEGRADABLE CUP SPONSOR -- \$2,500 (deadline is Aug. 2)**

It's a beer festival and people drink beer there. But, let's be "green" about it. These biodegradable cups (no glass is allowed in the park!) are for sampling all the great beer and wine at Prairie Brewfest. Your cup runneth over with other benefits:

- Logo on plastic sample cups presented to attendees (black only)
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, press releases, website, and social media
- Quarter-page ad in Brewfest program
- Booth space
- 10 general admission tickets to distribute to employees and clients
- Tax deductibility: \$2,100

### **WRISTBAND SPONSOR -- \$2,500 (deadline is Aug. 2)**

Talk to the hand! Which just happens to be next to a wristband bearing your name. Every attendee, volunteer, and beer vendor gets one, so the exposure is band-tastic!

- Name and website on attendee wristbands
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, press releases, website, and social media
- Quarter-page ad in Brewfest program
- Booth space
- 10 general admission tickets to distribute to employees and clients
- Tax deductibility: \$2,100

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### **BAG-TOSS SPONSOR -- \$1,000**

Where there's beer, there's bag toss. Are you game to sponsor an event with flying objects?

- Logo on "exclusive sponsor" signage at front of bag-toss game area
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, press releases, website, and social media
- Quarter-page ad in Brewfest program
- Booth space
- 5 general admission tickets to distribute to employees and clients
- Tax deductibility: \$850

### **VOLUNTEER SPONSOR -- \$1,000**

Volunteers are vital to making Prairie Brewfest a success! Your sponsorship will help the Foundation staff the event with more than 30 volunteers and give them all the tools necessary to make the day a wonderful experience for all attending.

- Logo on "Volunteer" name badges and lanyards worn by volunteers.
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, press releases, website, and social media
- Quarter-page ad in Brewfest program
- Booth space
- 5 general admission tickets to distribute to employees and clients
- Tax deductibility: \$850

### **Other Sponsorship Opportunities**

#### **GOLD SPONSOR -- \$2,500**

Name in program and on all marketing and professional materials including but not limited to: posters, flyers, festival signage, press releases, website, and social media. Plus, 6 general admission tickets. Tax deductibility: \$2,100.

#### **SILVER SPONSOR -- \$1,500**

Name in program and on all marketing and professional materials including but not limited to: posters, flyers, festival signage, press releases, website, and social media. Plus, 4 general admission tickets. Tax deductibility: \$1,275.

#### **BRONZE SPONSOR -- \$1,000**

Name in program and on Foundation website, plus 2 general admission tickets. Tax deductibility: \$850.

#### **SUPPORTING SPONSOR -- \$500**

Name in program and on Foundation website. Tax deductibility: \$425.

**For more information about sponsorships, contact any EPCF Board member or Executive Director Mark Weber at either (952) 949-8499 or [mweber@epcommunityfoundation.org](mailto:mweber@epcommunityfoundation.org).**



# 2021 Brewfest Sponsorship Commitment Form

**Thank you for supporting Brewfest and the work of the Eden Prairie Community Foundation!**

Yes! We agree to support 2021 Prairie Brewfest at the level indicated below:

- |   |  |
|---|--|
| <input type="checkbox"/> Presenting Sponsor (\$4,200 tax deductible)    | <input type="checkbox"/> Volunteer Sponsor (\$850 tax deductible)  |
| <input type="checkbox"/> Entertainment Sponsor (\$2,400 tax deductible) | <input type="checkbox"/> Gold Sponsor (\$2,100 tax deductible)     |
| <input type="checkbox"/> Cup Sponsor (\$2,100 tax deductible)           | <input type="checkbox"/> Silver Sponsor (\$1,275 tax deductible)   |
| <input type="checkbox"/> Wristband Sponsor (\$2,100 tax deductible)     | <input type="checkbox"/> Bronze Sponsor (\$850 tax deductible)     |
| <input type="checkbox"/> Bag-Toss Sponsor (\$850 tax deductible)        | <input type="checkbox"/> Supporting Sponsor (\$425 tax deductible) |

## COMPANY INFORMATION

Please list name as it should appear on promotional/print materials. If your sponsorship provides for the use of your logo, please submit your high-resolution logo to Mark Weber at (952) 949-8499 or [mweber@epcommunityfoundation.org](mailto:mweber@epcommunityfoundation.org).

Contact name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## PAYMENT INFORMATION

Method of Payment: ☐ Check enclosed ☐ Credit card ☐ Please invoice us

Type of Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name on credit card: \_\_\_\_\_

Credit card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_ CVV: \_\_\_\_\_

Amount to charge \$\_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make check payable to Eden Prairie Community Foundation; designate Prairie Brewfest in the memo line.

**Eden Prairie Community Foundation**  
**8080 Mitchell Road**  
**Eden Prairie, MN 55344**

For more information, contact Executive Director Mark Weber at (952) 949-8499 or [mweber@epcommunityfoundation.org](mailto:mweber@epcommunityfoundation.org). EPCF is a 501(c)(3) with the EIN 41-1409203.