

2023 Prairie Brewfest



SPONSORSHIP OPPORTUNITIES AND THEIR FEATURES & BENEFITS

"We attended last year for the first time. Definitely recommend attending and trying some new brews."

-Dave R.

"Brewfest was a great way to discover new breweries and new beers, and to connect their success to the success of causes the EP Foundation supports."

-Rod F.



About Brewfest

3-6 P.M.

SATURDAY, SEPTEMBER 9

PURGATORY CREEK PARK, 13001 TECHNOLOGY DRIVE, EDEN PRAIRIE

For 42 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 Greg Leeper at gregleeper@epcommunityfoundation.org.

Exclusive Brewfest Sponsorships

Only one organization will be able to secure each of the following sponsorships. Deadline is Friday, Aug. 18, except for cup and wristband sponsorships, which is Friday, Aug. 11, because there is additional printing and prep time involved.

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 Prairie Brewfest program
- Booth space
- 20 event 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 Prairie 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. 11)

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 Prairie Brewfest program
- Booth space
- 10 event tickets to distribute to employees and clients
- Tax deductibility: \$2,100

WRISTBAND SPONSOR -- \$2,500 (deadline is Aug. 11)

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

- Name or 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 Prairie Brewfest program
- Booth space
- 10 event 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? (No worries; they're soft!)

- 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 Prairie Brewfest program
- Booth space
- 5 events 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 40 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 Prairie Brewfest program
- Booth space
- 5 event 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, 8 event 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, 6 events tickets. Tax deductibility: \$1,275.

BRONZE SPONSOR -- \$1,000

Name in program and on Foundation website, plus 4 event tickets. Tax deductibility: \$850.

For more information about sponsorships, contact Executive Director Greg Leeper at gregleeper@epcommunityfoundation.org.

