



# SPONSORSHIP KIT

## WV BEER FEST

Saturday, April 20, 2024

Hazel & JW Ruby Community Center

at Mylan Park

111 Mylan Park Lane

Morgantown, WV 26501

In Support Of The

**COUNTRY  
ROADS**

  
**TRUST**

# WV BEERFEST

## THE PREMIER BEER EVENT OF THE SEASON

The **WV BeerFest** is West Virginia's newest beer festival. Not only does it celebrate the amazing Craft Beverages our state produces, but will also showcase the standards you have always loved. The Inaugural **WV Beer Fest** will be held at Mylan Park in Morgantown, WV on April 20, 2024, indoors at the Hazel & J.W. Ruby Community Center. The event will feature 50+ breweries with 125+ beers, ciders, hard seltzers, hard kombuchas, meads, and more.

WVBF will be your springtime go-to for exclusive and rare beers, one-offs, and special beers you can't find on store shelves. Since brewers never know when beers will be ready, we will release the beer list about 1 week before the event. Grab your tickets now, as this event WILL sell out in advance.

While drinking beer is good, drinking beer at the WV BeerFest "does good". The WV BeerFest will make a contribution from the event to the Country Roads Trust. The Country Roads Trust is an exclusive member-driven marketplace that provides one-of-a-kind benefits to West Virginia fans and connects them to the program and players like never before through Name, Image, & Likeness (NIL) opportunities, allowing WVU student-athletes to monetize their individual and collective brands.

## EVENT DETAILS

### Date - Time

Saturday, April 20, 2024

1:00 - 7:00pm

### Tickets

\$40 General

\$65 VIP

### Ticket Includes:

Sampling Cup  
Swag Bag  
VIP Ticket Option

Beer  
Beer  
Beer

Musical Entertainment  
Photo Booth  
Country Roads Trust Toast

Hazel & JW Ruby Community Center at Mylan Park  
111 Mylan Park Lane  
Morgantown, WV 26501



# SPONSORSHIP MEDIA EXPOSURE

## WHAT DO YOU GET AS A SPONSOR?

Recognition is given to all sponsors, no matter the level! The benefits for your organization are endless! From the start of the first day of ticket sales until the end of the last day, your company logo will be in front of community leaders. Along with onsite recognition, it will also appear on all marketing materials including, but not limited to, flyers, posters, and displays, and mentioned in media coverage and pre-event advertising.



## LEAD UP EXPOSURE

- Website Exposure
- Social Media Exposure
- Community Promotion of the Event

## EVENT DAY EXPOSURE

- Ample Signage
- Public Address Announcements
- Social Media Exposure
- If applicable, logos displayed on specific items sponsored

## EXPOSURE AFTER THE EVENT

- Follow-Up Thank You Emails
- Social Media Mentions
- Memories from Participants
- Event Memorabilia
- Event Day Photos

## CURRENT SPONSORS

YOUR

LOGO

HERE



# SPONSORSHIP OVERVIEW

The Inaugural WV BeerFest will impact thousands of people, not just in North Central WV or the entire state, but regionally and nationally as well, yielding many brand impressions:

- 2,500+ attendees
- 2,000+ tickets sold
- 75+ sponsor tickets in addition
- 25+ volunteers and community personnel to help ensure event safety and success.

The WV BeerFest will also make a contribution to the Country Roads Trust

- With the Mountaineer spirit that is unafraid, the Country Roads Trust serves as the NIL collective enabling ALL of the WVU Family to actively support West Virginia Student Athletes by cultivating and expanding name, image, and likeness opportunities.
- Country Roads Trust exists solely to benefit West Virginia University Student-Athletes. 100% of proceeds go to athletes. Country Roads trust is committed to efficient fiscal operations and rigorous compliance with all NIL regulations.
- The only objective of Country Roads Trust is to expand NIL opportunities for West Virginia University Student-Athletes.

## FOLLOW US

 @THEWVBEERFEST

 @WVBEERFEST

[WVBeerFest.com](http://WVBeerFest.com)



# WV BEERFEST

## PRESENTING SPONSOR: \$10,000

1 Available

- Recognized on ALL event materials as Event Sponsor
- Mentions with all digital and on air advertising and interviews
- Logo prominently displayed on WVBF website homepage with link to company homepage
- 2 Full Page Ads in Program
- 12 VIP WV BEERFEST Tickets
- 12 growlers or 4pks of your choice at event
- Opportunity to address attendees at event



## BEVERAGE SPONSOR: \$7,500

1 Available

- Recognized on ALL event materials as Beverage Sponsor
- Logo displayed on WVBF website homepage with link to company homepage
- Signage at ALL Tasting Stations
- 1 - Full Page Ad in Program
- 8 WV BEERFEST Tickets
- 8 growlers or 4pks of your choice at event

## VIP CATERING SPONSOR: \$7,500

1 Available

- Banner recognition for Catering
- Logo displayed on WVBF website homepage with link to company homepage
- Logo inclusion on distributed printed materials
- Signage at Catering Area
- 1 - Full Page Ad in Program
- 8 VIP WV BEERFEST Tickets
- 8 growlers or 4pks of your choice at event

## ENTERTAINMENT SPONSOR: \$5,000

1 Available

- Banner recognition for Entertainment
- Logo displayed on WVBF website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1 - Full Page Ad in Program
- 6 VIP WV BEERFEST Tickets
- 6 growlers or 4pks of your choice at event

## “BIG BAR” SPONSOR: \$3,500

1 Available

- Banner recognition for Big Bar Sponsor
- Logo displayed on WVBF website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1/2 Page Ad in Program
- 5 VIP WV BEERFEST Tickets
- 5 growlers or 4pks of your choice at event



## SWAG BAG SPONSOR: \$3,500

1 Available

- Logo on all Swag Bags provided to attendees along with WVBF and Presenting Sponsor
- Logo displayed on WVBF website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- 1/2 Page Ad in Program
- 5 VIP WV BEER FEST Tickets
- 5 growlers or 4pks of your choice at event



## SHUTTLE SPONSOR: \$2,500

1 Available

- Hotel Shuttle bus(es) will have banner on Vehicle recognizing sponsorship
- Logo displayed on WVBF website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- Announcement of sponsor on WVBF Social Media Platforms
- 4 VIP WV BEERFEST Tickets
- 1/4 Page Ad in Program
- 4 growlers or 4 pks of your choice at event



## PHOTOGRAPHY SPONSOR: \$2,500

1 Available

- Company Logo on all professional event photos along with presenting sponsor
- Logo displayed on WVBF website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- Announcement of sponsor on WVBF Social Media Platforms
- 4 VIP WV BEERFEST Tickets
- 1/4 Page Ad in Program
- 4 growlers of 4pks of your choice at event



## KOOZIE SPONSOR: \$2,500

1 Available

- Logo displayed on WVBF website sponsor page with link to company homepage
- Logo inclusion on koozies distributed to all attendees
- Announcement of sponsor on WVBF Social Media Platforms
- 4 VIP WV BEERFEST Tickets
- 1/4 Page Ad in Program
- 4 growlers or 4pks of your choice at event



## WRISTBAND SPONSOR: \$2,000

1 Available

- Logo on All Wristbands along with Presenting Sponsor and event Logos
- Logo displayed on WVBF website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- Announcement of sponsor on WVBF Social Media Platforms
- 3 VIP WV BEERFEST Tickets
- 1/4 Page Ad in Program
- 3 growlers or 4pks of your choice at event



## PROGRAM SPONSOR: \$1,500

1 Available

- Logo displayed on WVBF website sponsor page with link to company homepage
- Logo inclusion on distributed printed materials
- Announcement of sponsor on WVBF Social Media Platforms
- 2 VIP WV BEERFEST tickets
- 1/4 Page Ad in Program
- 2 growlers or 4pks of your choice at event





## GAMES SPONSOR: \$1,500

1 Available

- Sign Placement at all Game Stations
- Logo inclusion on distributed printed materials
- Announcement of sponsor on WVBF Social Media Platforms
- Announcement of sponsor on WVBF Social Media Platforms
- 2 VIP WV BEERFEST Tickets
- 1/4 Page Ad in Program
- 2 growlers or 4pks of your choice at event



## FRIENDS OF COUNTRY ROADS TRUST: \$500

Many Available

- Name displayed on WVBF website sponsor page in "Friends of Country Roads Trust" Section
- 1 VIP WV BEERFEST Ticket



## CUSTOM SPONSORSHIP:

Custom sponsorship opportunities available.

Call the WV BeerFest Event Director, Jamie Summerlin, at 844-484-3661 for custom sponsorship information.



# 2024 WVBF SPONSOR AGREEMENT

This agreement is by and between WV BeerFest and the below entity (hereinafter referred to as "Sponsor"). Please complete this agreement in full.

Name of Sponsor: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Phone 1: \_\_\_\_\_ Phone 2: \_\_\_\_\_

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

Website: \_\_\_\_\_

## ***Sponsorship Level (please check):***

- Presenting (\$10,000)     Beverage (\$7,500)     Catering (\$7,500)  
 Entertainment (\$5,000)     Big Bar (\$3,500)     Bag (\$3,500)  
 Shuttle (\$2,500)     Photography (\$2,500)     Koozie (\$2,500)  
 Wristband (\$2,000)     Program (\$1,500)     Games (\$1,500)  
 Friends of Country Roads Trust (\$500)     Custom (TBD)

Authorized Signature: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_                       Cash     Check     Other

## **SPONSORSHIP DONATIONS ARE DUE WITHIN 15 DAYS OF SIGNATURE**

Please complete contract and email to [sponsor@wvbeerfest.com](mailto:sponsor@wvbeerfest.com)

Please make checks payable to: **Guidon Creative**

**ATTN: Jamie Summerlin, 1101 Mountain View Mnr, Morgantown, WV 26501**

It is the sponsor's responsibility to provide a "vector line art" .pdf file of their logo in order to include it on marketing materials. Please send to: [sponsor@wvbeerfest.com](mailto:sponsor@wvbeerfest.com) In order to have your logo as a live link on our website, please provide your URL:

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For more information, contact Jamie Summerlin at 844-484-3661