



SPONSORSHIP KIT WV BEERFEST

Saturday, April 19, 2025

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 2nd Annual **WV BeerFest** is West Virginia's newest and fastest growing 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 2nd Annual **WV Beer Fest** will be held at Mylan Park in Morgantown, WV on April 19, 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 19, 2025
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 2nd Annual 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:

- 2,000+ 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



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



“BEERFEST BAR” SPONSOR: \$3,500

1 Available

- Banner recognition for BeerFest 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.



2025 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

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 In order to have your logo as a live link on our website, please provide your URL:

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