



2011 BrewFest Presenting Sponsor

As the presenting sponsor of the 2011 Buffalo BrewFest, your name and/or logo will be featured as part of 2011 BrewFest branding and in the design of all promotional and advertising materials. In addition, the Presenting sponsor will receive:

Presenting Sponsor - \$20,000

20 General admission tickets (\$500)

Name/Logo on all event signage – entrance, concourse, plaza, etc. (\$1,500)

Name/Logo on T-shirt (\$500)

Name/Logo on Tickets and POS materials (\$1,000)

Name/Logo included in all:

BuffaloBrewFest.com web site (\$2,000)

Press Releases and publicity materials (\$30K in PR exposure)

Advertising – outdoor, radio, print, online (\$60K in media exposure)

Social media – facebook updates and posts (1 million+ impressions- \$2,000)

Promotional materials – posters, banners, table tents, invitations (\$2,500)

Ad in Event Program – Back Cover (5000 copies - \$1,000)

Total Sponsorship Value - \$100,000+

**Exposure and value estimates are based on 2010 marketing program results.*



2011 BrewFest Pilsner Sponsor

As a Pilsner Sponsor of the 2011 Buffalo BrewFest, your company name and/or logo will be included as part of 2011 Buffalo BrewFest promotional, advertising and publicity materials. In addition, as a Pilsner Sponsor, you will receive:

Pilsner Sponsor - \$5,000

4 VIP tickets

10 General admission tickets

Name/Logo on event signage – main concourse, plaza, etc.

Name/Logo on T-shirt

Name/Logo included in all:

Press Releases and publicity materials (\$30K in PR exposure)

Advertising – outdoor, radio, print, online (\$60K in media exposure)

Social media – facebook and twitter updates (1 million+ impressions)

Promotional materials – posters, banners, table tents, invitations

Ad in Event Program –1/2-page (5000 copies)

Total Sponsorship - \$15,000 in value and exposure.

Pilsner Sponsor Approval

Buffalo Hearing & Speech Center Approval

Signature & Date

Signature & Date



2011 BrewFest Lager Sponsor

As a Lager Sponsor of the 2011 Buffalo BrewFest, your company name and/or logo will be included as part of 2011 Buffalo BrewFest promotional and publicity materials. In addition, as a Lager Sponsor, you will receive:

Lager Sponsor - \$2,500

4 VIP tickets

6 General admission tickets

Name/Logo on event signage – main concourse, plaza, etc.

Name/Logo on T-shirt

Name/Logo included in all:

Press Releases and publicity materials (\$30K in PR exposure)

Promotional materials – posters, banners, table tents, invitations

Ad in Event Program – 1/4-page (5000 copies)

Total Sponsorship - \$5,000 in value and exposure.

Lager Sponsor Approval

Buffalo Hearing & Speech Center Approval

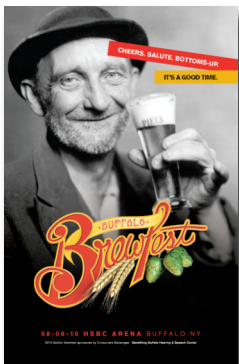
Signature & Date

Signature & Date



2011 BrewFest Program Advertising

There is a limited number of ads that will be available in the official 2011 Buffalo BrewFest program. This commemorative program will feature a complete listing of this year's featured brews, brewer profiles, and a BrewFest floor plan. 5000 copies will be printed and distributed at the 2011 Buffalo BrewFest.



Program Ad Sizes and Rates

- Back Cover Full Color - 5.25" w x 8.25" h (Sold with Presenting Sponsor)
- Inside Front Cover Full Color - 5.25" w x 8.25" h \$700
- Inside Back Cover Full Color - 5.25" w x 8.25" h \$700
- Full Page Ad Black & White - 5.25" w x 8.25" h \$500
- 1/2 Page Ad Black & White - 5.25" w x 4.0" h \$300
- 1/4 Page Ad Black & White - 2.625" w x 4.0" h \$150

All ad artwork must be submitted in PDF format and emailed to 2011brewfest@abbeymecca.com no later than FRIDAY JULY 22, 2011 by 3:00pm.

ADVERTISER INFORMATION

Company | Advertiser Name

Contact Name

Email

Address

City | State | Zip

Select Ad Size

Inside Front Cover Inside Back Cover Full Page 1/2 page 1/4 Page

Please enclose payment. Checks should be made payable to Buffalo Hearing & Speech Center Foundation and mailed to 2011 Buffalo BrewFest c/o BHSC Foundation 50 East North Street Buffalo NY 14203.