



2016 Sponsorship Packet

ALEFEST DAYTON 2016 | SATURDAY, AUGUST 27, 2016
3:00PM-6:00PM AT DAVE HALL PLAZA, DAYTON OH

Over 3,000 attendees in 2015
Featuring fare from some of the Miami Valley's favorites
Great live musical entertainment

www.AleFest.com

AleFest Dayton is the longest-running craft beer festival in Ohio, celebrating its 18th year in 2016, at Dave Hall Plaza in the heart of downtown Dayton. Some 180+ breweries are expected to present over 400 beers to a crowd of 3,000+ during the afternoon salute to craft brewing.

AleFest Dayton gives your company exposure to the entire brewing community and those who love craft beer. From the smallest brewpub to the largest brewery, from the novice attendee to the dedicated beer geek, thousands of beer lovers and home brewers from the region will converge in Dayton for an afternoon of sampling the best craft beers from around the world.

The festival draws a diverse crowd, with active, 21-45 year-old professionals as the largest demographic. The event is great fun! Interest in craft beer spans generations and is most prevalent among patrons with high household incomes, education levels, and disposable income. These attractive patron demographics present a highly effective level of exposure for your brand at an affordable investment.

Dayton has become recognized as a destination for craft beer with 12 local breweries in the Miami Valley. Last year's event was a huge success with over 3,000 people in attendance.

Barrel Sponsorship: \$5,000 (Exclusive)

12 VIP Admissions, 12 General Admission Tickets, Title Sponsor Designation, Banner at event, Priority logo placement on event tickets, Logo placement on t-shirts, Name/Logo in event program, Logo on event website with link to company website, Name/Logo on all television, print, and/or radio advertising, Social media mentions, Name/Logo on AleFest Dayton E-Newsletter of 7,000+ subscribers, Name/Logo in AleFest Mobile App with link to website, Mobile App Statistics (Report provided after event), 10 x 10 vendor space OR draught trailer opportunity featured at event

Keg Sponsorship: \$2500 (Limited Availability)

6 VIP Admissions, 6 General Admission Tickets, Name/Logo on event banner, Name/Logo on t-shirts, Name/Logo in event program, Logo on event website with link to company website, Name/Logo on all print advertising, Social media mentions, Name/Logo in AleFest Mobile App with link to website, Mobile App Statistics/ Report provided after event, 10 x 10 vendor space OR draught trailer opportunity featured at event

Growler Sponsorship: \$1000

2 VIP Admissions, 4 General Admission Tickets, Name/Logo on event banner, Name/Logo on event ticket, Name/Logo on t-shirt, Name/Logo in event program, Logo on event website with link to company website, Name/Logo on all print advertising, Social media mentions, Name/Logo in AleFest Mobile App with link to website, Mobile App Statistics/ Report provided after event

Pint Sponsorship: \$500

4 General Admission Tickets, Name/Logo on event banner, Name/Logo in event program, Name/Logo on t-shirt, Name on event website with link to company website, Social media mentions

Exhibitor Sponsorship: \$250

Exhibitor space providing for a 10 x 10 tent (to be provided by vendor),
6' table provided, Limited to 2 Vendor Admissions.

Business/Organization

Primary Contact

Mailing Address

City, State, Zip Code

Phone

Email

Sponsorship Level

_____ **Barrel Sponsorship: \$5,000 (Exclusive)**

_____ **Keg Sponsorship: \$2,500**

_____ **Growler Sponsorship: \$1,000**

_____ **Pint Sponsorship: \$500**

_____ **Exhibitor Sponsorship: \$250**

Please supply hi-resolution logo files as .eps, .jpg, or pdf format and email to:

Amanda Pond | amandapond.ap@gmail.com | (937) 935-0473

For sponsorship inquiries, please contact:

Jennifer Dean | jdean278@gmail.com | (937) 673-4384

Please make check payable to AleFest Dayton and Return payment and form to:
AleFest Dayton | P.O. Box 471 | Dayton, OH 45409