



Sponsorship Packet



Venue Info

The Long Island Fall Beer Festival is held at **Academy Sports Complex** centrally located in **Farmingdale, NY** utilizing an open field of grass to host a variety of breweries, food trucks, a main stage for musical entertainment and an area of social lawn games.



Attendees Statistics

Enthusiasts of all levels take part in sampling beers from local breweries. Of the over **800** attendees, both males and females alike come from across Long Island and the metro area. The typical age of attendees are **25 - 35 years old.**



Event Details

The Long Island Fall Beer Festival is set to take place on **Saturday, October 20, 2018** with general admission from **1:30 PM – 5:00 PM** and VIP admission from **12:30 PM – 5:00 PM.**



Marketing/Media Coverage

Television: News 12

Radio Stations: Party 105.3, WBAB 102.3, Spotify

Print Advertising: Billboard on RT. 110, store front posters, Newsday

Online Advertising: Facebook, Instagram, LinkedIn, multiple beer enthusiast websites

Additional Advertising: Email/Text campaigns to previous event attendees, marketing partnerships with social media influencers, street team promotion



Custom Sponsorship Packages

We will gladly work with you and your company to create a **customized sponsorship package** that will fit your current marketing goals and objectives and effectively market your brand to our audience.

Custom sponsorships can be created by **blending any of the following sponsorship menu options**. In addition, we can **arrange any number of unique opportunities**, including on-site and off-site events and collaborative social media campaigns.

Event Ticket Sponsorship: \$300

Ensure brand visibility by having your logo placed on every online ticket receipt and event print at home ticket to be presented at the registration point.

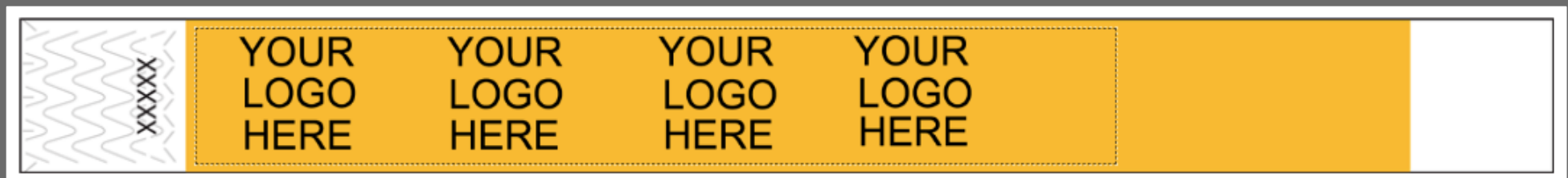
- Logo placement on every print at home ticket
- Name/Logo/Link placement on event ticketing website
- Opportunity to provide materials for attendee “Swag Bags”
- Waived general entry fees for 2
- Exclusive to two brands



Event Wristband Sponsorship: \$500

Get the most out of your branding visibility by sponsoring the busiest place of the event. Everyone will see your logo and marketing message, as all attendees are required to check in.

- Logo placement on every attendee wristband
- Name/Logo/Link placement on event ticketing website
- Recognition through hourly stage announcements
- Opportunity to provide materials for attendee “Swag Bags”
- Waived general entry fees for 4
- Exclusive to four brands



Event Registration Sponsorship: \$1,000

Get the most out of your branding visibility by sponsoring the busiest place of the event. Everyone will see your logo and marketing message, as all attendees are required to check in.

- Signage and display booth at the main entrance
- Name/Logo/Link placement on event ticketing website
- Recognition through hourly stage announcements
- Opportunity to provide materials for attendee “Swag Bags”
- Waived general entry fees for 4
- Exclusive to one brand



Event Souvenir Sponsorship: \$3,000

Put your brand in the hands of every attendee! Your logo will be placed on the souvenir sample glass.
This is distributed to every attendee once they check in.

- Logo placement on every event souvenir glass
- Signage and display booth at the main entrance
- Name/Logo/Link placement on event ticketing website
- Recognition through hourly stage announcements
- Opportunity to provide materials for attendee “Swag Bags”
- Waived general entry fees for 6



Main Stage Entertainment Sponsorship: \$7,000

What brings people together other than beer? Music! Have your brand on the main stage where music from local DJ's and bands will be getting our attendees moving.

- Banner displays on the main stage
- Signage and display booth at the main entrance
- Recognition in marketing materials
- Name/Logo/Link placement on event ticketing website
- Recognition through hourly stage announcements
- Opportunity to provide materials for attendee “Swag Bags”
- Waived VIP entry for 2
- Waived general entry fees for 6



Other Sponsorship Opportunities

Have a smaller budget? Want to maximize your brand even more? Take a look at these additional sponsorship opportunities.

- **Social Media Sponsor: \$200**

- We'll post your brand's message on our social media pages
- Two posts on both Facebook and Instagram

- **Website Sponsor: \$300**

- Name/Logo/Link placement on event ticketing website

- **Food Truck Sponsor: \$800**

- Naming rights and signage for the food truck area

- **Lawn Games Sponsor: \$800**

- Naming rights and signage for the lawn games area

- **Port A Potty Sponsor: \$900**

- Signage placement on each port a potty

- **Event Map Sponsor: \$500**

- Exclusive logo placement on the event map given to each attendee

Ready to get started?

For more information or to discuss a custom tailored sponsorship for your company, contact Unique Social Events Sponsorship team at info@uniquesocialevents.com





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