

Proceeds to benefit



HOCKANUM BREW FEST

An outdoor, springtime craft beer taste-testing experience
nestled between the Hockanum River and the Hockanum Mill
in historic Rockville, CT on Saturday, April 21, 2018 from 1 - 4 pm

Menu of Sponsorship, Advertising & Display Opportunities





The Brew Fest craze is coming to historic Rockville, and you can be part of our inaugural event!



TALK ABOUT COMMUNITY SPIRIT!

- Rockville Community Alliance (RCA) is taking the lead in organizing this brew fest.
- Rockville Downtown Association (RDA) is providing valuable seed money and “PR.”
- Rockville Volunteer Services founder Ken Kaplan, who owns the Hockanum Mill, is donating use of his riverfront property.
- Rockville’s American Legion Post 14 is a key beneficiary of 2018 brew fest proceeds.



The sprawling 140,000 square foot, 1800’s Hockanum Mill is the home of Kaplan Cycles, which specializes in restoring and reselling classic motorcycles. The vision also includes a future motorcycle-themed brew-pub, the New England Motorcycle Museum, residential units, and other synergistic mixed-use commercial ventures.



WEST MAIN STREET WILL BE CLOSED TO CREATE A PEDESTRIAN BOULEVARD BETWEEN THE MILL AND THE RIVER

Since the brew fest is new, we don’t have any photos, but the above images were taken during a previous block party

Historic downtown Rockville, Connecticut is in the midst of a dramatic revival! From painstakingly restored mills to an eclectic mix of new businesses, new urban hiking trails, new investments in infrastructure and health care, new cultural events and attractions, Rockville hasn’t seen this kind of tangible resurgence of community spirit and economic vitality in decades.

The first-ever Hockanum Brew Fest on Saturday, April 21 is an opportunity for you to tap into this energy and promote your organization with the general public and enthusiastic, ticket-buying connoisseurs of craft brews. This festive outdoor celebration will be nestled between the sparkling, flowing Hockanum River to the south and the restored 1800’s Hockanum Mill to the north. West Main Street will be closed to create a secure, restricted Pedestrian Boulevard full of craft brewers, food trucks and restaurant stands, live music and displays. A beer garden will be set up in the treed area along the riverside. **Please sign up today!**

Menu of 2018 Hockanum Brew Fest Tiered Sponsorships



Signature Stein Level: \$4,950 (maximum of 3)

This is our premium sponsorship, and a very classy way to promote your organization. Benefits include:

- Hockanum Brew Fest 2018 tiered sponsorship exclusivity for your business category
- Mentions in brew fest publicity, including “live” ribbon-cutting ceremony profile and announcements
- Logo (larger) on off-site and on-site event banners, posters, and printed communications
- 20x10 display space during the brew fest
- Full-page, full-color premium inside or back cover position ad in official brew fest souvenir program
- Inclusion in brew fest print, radio, TV, and online promotions (including social media, radio/TV tag)
- Logo and hotlink on brew fest website home page and sponsor page through 9/1/18
- VIP tour of New England Motorcycle Museum renovation project for up to eight people
- Complimentary brew fest admission for up to eight people
- Right of first refusal on new or special brew fest sponsorship promotional opportunities



Beer Boot Level: \$3,950 (maximum of 3)

This is a golden opportunity for your organization to make a big splash! Benefits include:

- Hockanum Brew Fest 2018 tiered sponsorship exclusivity for your business category
- Mentions in brew fest publicity, including “live” ribbon-cutting ceremony and announcements
- Logo (larger) on off-site and on-site event banners, posters, and printed communications
- 10x10 display space during the brew fest
- Half-page, full-color ad up front right page in official brew fest souvenir program
- Inclusion in brew fest print, radio, TV, and online promotions (including social media)
- Logo and hotlink on brew fest website home page and sponsor page through 8/1/18
- VIP tour of New England Motorcycle Museum renovation project for up to six people
- Complimentary brew fest admission for up to six people
- Right of second refusal on new or special brew fest sponsorship promotional opportunities



Frosted Mug Level: \$2,950 (maximum of 4)

An excellent use of your cold cash! Benefits include:

- Hockanum Brew Fest 2018 tiered sponsorship exclusivity for your business category
- Mentions in brew fest publicity, including “live” ribbon-cutting ceremony and announcements
- Logo (larger) on off-site and on-site event banners, posters, and printed communications
- 10x10 display space during the brew fest
- Quarter-page, full-color ad in official brew fest souvenir program
- Inclusion in brew fest print, radio, TV, and online promotions (including social media)
- Logo and hotlink on brew fest website home page and sponsor page through 7/1/18
- VIP tour of New England Motorcycle Museum for up to four people
- Complimentary brew fest admission for up to four people
- Right of third refusal on new or special brew fest sponsorship promotional opportunities



Pilsner Glass Level: \$1,950 (maximum of 5)

Salute! Compared to the other tiered sponsorships, this has less but still tastes great! Benefits include:

- Hockanum Brew Fest 2018 tiered sponsorship exclusivity for your business category
- Mentions in brew fest publicity, including “live” ribbon-cutting and announcements
- Logo on off-site and on-site event banners, posters, and printed communications
- 10x10 display space during the brew fest
- Sixth-page, full-color ad in the official brew fest souvenir program
- Inclusion in brew fest print, radio, TV, and online promotions (including social media)
- Logo and hotlink on brew fest website home page and sponsor page through 6/1/18
- VIP tour of New England Motorcycle Museum renovation project for up to two people
- Complimentary brew fest admission for up to two people
- Right of fourth refusal on new or special brew fest sponsorship promotional opportunities



Menu of 2018 Hockanum Brew Fest “Ala Carte” Sponsorships, Advertising and Display Opportunities

Sponsorship Type	Price	Special Features	Comp Tickets
Business sponsor (no # limit)	\$295	Logo with link on web, listing in program	2
Liquor retailer (no # limit)	\$395	Logo on custom store easel and poster	2
Staff T-shirts (limit of 3 sponsors)	\$495	Logo imprinted on shirts	2
Beer garden tent (limit of 1 sponsor)	\$595	Logo on signs along tent awning	3
Safe ride alternatives (limit of 1 sponsor)	\$695	Logo on sign at safe ride pickup area	3
Beer gargent tent (limit of 1 sponsor)	\$795	Logo on tabel easels	4
Main stage live music (limit of 1 sponsor)	\$895	Logo on sign in front of stage, emcee thanks	4
Main stage / PA system (limit of 1 sponsor)	\$995	Logo on sign in front of stage, emcee thanks	5
Shuttle service (limit of 2 sponsors)	\$1,195	Logo on signs in vehicle window and pickup area	5
Sample glasses (limit of 1 sponsor)	\$1,395	Logo imprinted on glasses	6

OFFICIAL SOUVENIR PROGRAM ADVERTISING

We are publishing a quality, full-color Souvenir Program in hard copy and PDF formats, with advance distribution in Vernon and on-site distribution to all attendees. Ad rates include full color. Ad specifications provided upon request. Special position is extra.

OUTDOOR DISPLAY SPACE

10x10: \$125 includes one comp ticket. Larger spaces available.

Ad Size	Rate
1/12 page	\$95
1/6 page	\$185
1/4 page	\$275
1/3 page	\$365
1/2 page	\$545
Full page	\$1,085

To sign up, please see the contact info below. Thank you!



Special thanks to our veterans, who have sacrificed so much to preserve our freedom to organize and enjoy this festival.



Talk about convenient! The new Hockanum Brew Fest will be held at 200 West Main Street, just 1.5 miles from I-84 in the historic Rockville section of Vernon, CT.



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