



HOCKANUM BREW FEST

2nd annual outdoor craft beer taste-testing experience
nestled between the Hockanum River and the New England Motorcycle Museum
at 200 West Main Street in historic Rockville, CT on Saturday, May 4, 2019



Menu of 2019 Sponsorship, Advertising & Display Opportunities





The Brew Fest craze has come to historic Rockville, and you can be part of our 2019 event!



ROCKVILLE COMMUNITY ALLIANCE
RCA is the founding organization of the Hockanum Brew Fest. It is an all-volunteer, non-profit group with a passion to build a stronger, more vibrant community. RCA has many years of local event organizing experience, including July In The Sky, National Night Out, and Rockville Fest. For info, please visit RockvilleCommunityAlliance.org.



American Legion Post 14 in Rockville is a key beneficiary of proceeds from the Hockanum Brew Fest. Post 14 is also an amazing source of volunteers for the brew fest, which has a patriotic feel to it. Post 14 is just up the road from the Hockanum Brew Fest, and is the site of one of our satellite parking areas served by our shuttle bus.



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 2nd annual Hockanum Brew Fest coming in early Spring 2019 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 2019 Hockanum Brew Fest

Tiered Sponsorships



Signature Stein Level: \$5,950 (maximum of 3)

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



- Hockanum Brew Fest 2019 tiered sponsorship exclusivity for your business category
- Mentions in brew fest publicity and on-site announcements on the PA system
- Logo (*larger*) on off-site and on-site event banners, posters, and printed communications
- 20x20 premium position display space during the brew fest
- Full-color, premium position back cover ad in the 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 9/1/19
- VIP tour of New England Motorcycle Museum 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: \$4,950 (maximum of 3)

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



- Hockanum Brew Fest 2019 tiered sponsorship exclusivity for your business category
- Mentions in brew fest publicity and on-site announcements on the PA system
- Logo (*larger*) on off-site and on-site event banners, posters, and printed communications
- 15x15 premium display space during the brew fest
- Full-color, half-page 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 12/31/19
- VIP tour of New England Motorcycle Museum for up to 5 people
- Complimentary brew fest admission for up to 25 people
- Right of second refusal on new or special brew fest sponsorship promotional opportunities

Frosted Mug Level: \$3,950 (maximum of 4)

An excellent use of your cold cash! Benefits include:



- Hockanum Brew Fest 2019 tiered sponsorship exclusivity for your business category
- Mentions in brew fest publicity and on-site announcements on the PA system
- Logo (*larger*) on off-site and on-site event banners, posters, and printed communications
- 15x10 premium display space during the brew fest
- Full-color, quarter-page 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 9/1/19
- VIP tour of New England Motorcycle Museum for up to 4 people
- Complimentary brew fest admission for up to 20 people
- Right of third refusal on new or special brew fest sponsorship promotional opportunities

Pilsner Glass Level: \$2,950 (maximum of 5)

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



- Hockanum Brew Fest 2019 tiered sponsorship exclusivity for your business category
- Mentions in brew fest publicity and on-site announcements on the PA system
- Logo on off-site and on-site event banners, posters, and printed communications
- 10x10 premium display space during the brew fest
- Full-color, quarter-page 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 6/1/19
- VIP tour of New England Motorcycle Museum for up to 3 people
- Complimentary brew fest admission for up to 15 people
- Right of fourth refusal on new or special brew fest sponsorship promotional opportunities

Menu of 2019 Hockanum Brew Fest “Ala Carte” Sponsorships, Advertising and Display Opportunities

Sponsorship Type	Price	Special Features	Comp Tickets
Business sponsor (no # limit)	\$295	Logo on web, logo/listing in program	2
Liquor retailer (no # limit)	\$395	Logo on custom store easel and poster	2
Staff T-shirts (limit of 2 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 garden tent tables (limit of 1 sponsor)	\$795	Logo on table 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 vehicle & 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, quoted on custom basis.

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

Ad Size	Rate
1/4 page	\$295.
1/2 page	\$545.
Full page	\$995.



Special thanks to our veterans, who have sacrificed so much to preserve our freedom to organize and enjoy this festival. Last year, after our first-ever brew fest, we were able to make a \$5,000 donation to American Legion Rockville Post 14.



Talk about convenient! The 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.



Drew Crandall, Sponsorship & Promotions Manager
c/o KEEP IN TOUCH, 30 Lafayette Square, Suite 118, Vernon, CT 06066
P: 860.871.6500 F: 860.872.3468 E: HockanumBrewFest@keeptouch.com

HockanumBrewFest.com