



Pleasant Hill Blues & Brews Festival 2020

Friday, July 17 & Saturday, July 18 | Pleasant Hill Park

Sponsorship Opportunities

Thank you for your interesting in sponsoring the most fun community event of the summer!

Please review sponsorships below and check box next to the opportunity that best meets your community outreach goals. Complete form on page 2 and email to Sheila Cotruvo at scotruvo@pleasanthillrec.com.

Please include hi-res company logo in email in horizontal and vertical formats if available. Forms due May 1, 2020.

Main Event Sponsor | \$10,000 | Exclusive opportunity

- Sponsorship feature in special social media outreach campaign targeting out of town participants
- Sponsorship recognition with logo on all event print materials and in multi-channel digital promotions
- Stage Manager "shout out" to recognize your Event, Stage and Beer tent sponsorship
- Opportunity to personally introduce headliner band on Saturday evening
- Opportunity to place logoed feather flags next to stage
- 6 VIP Backstage access passes including food & drinks
- 10' x 10' premiere space to set up promotion booth in vendor area (must supply own canopy & table)
- 10 V.I.P. tickets to access beer tasting tent

NEW! Kidzone Sponsorship | ~~\$5,000~~ SOLD | Exclusive opportunity

- Sponsorship recognition with logo on all event print materials and in multi-channel digital promotions
- Naming rights to Kidzone (e.g. XYZ Company Kidzone)
- Large sponsorship banner displayed prominently above Kidzone entrance to maximize visibility
- 10' x 10' space to set up promotion booth in Kidzone area (must supply own canopy & table)

Event Sponsor | \$ 3,000 | Two sponsorships available (1 sold)

- Sponsorship recognition with logo on all event print materials and in multi-channel digital promotions
- 4 VIP Backstage access passes including food & drinks
- 10' x 10' space to set up promotion booth in vendor area (must supply own canopy & table)
- 10 V.I.P. tickets to access beer tasting tent

Stage Sponsor | \$ 2,500 | Exclusive opportunity

- Introduce bands on Friday evening at pre-party
- Large sponsorship banner displayed prominently on stage behind bands to maximize visibility
- 2 VIP Backstage access passes including food & drinks
- Sponsorship recognition on event website and general social media posts
- 10' x 10' space to set up promotion booth in vendor area (must supply own canopy & table)
- 6 V.I.P. tickets to access beer tasting tent

Beer Tent Sponsor | \$ 2,000 | Four sponsorships available

- Your banner placed at tasting tent entrance to maximize visibility
- Logo placement on large sponsorship banner displayed prominently in beer tent
- Opportunity to assist with pouring beer inside tent to engage with public
- Sponsorship recognition on event website
- 10' x 10' space to set up promotion booth in vendor area (must supply own canopy & table)
- 6 general admission tickets to access beer tasting tent



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Beer Glass Sponsor | ~~\$2,000~~ **BOTH SOLD** | Two sponsorship available

- Logo will appear on 5 oz. beer tasting glasses free for beer tasters to take home
- Sponsorship recognition on event website
- 4 general admission tickets to access beer tasting tent

Cool Down/Misting Tent Sponsor | \$1,500 | Two sponsorship available

- Your banner and your display table placed at cool down/misting tent
- Sponsorship recognition on event website
- 4 general admission tickets to access beer tasting tent

Music Sponsor | \$500 | Multiple sponsorships available

- Sponsorship recognition on event website
- 10' x 10' space to set up promotion booth in vendor area (must supply own canopy & table)
- 4 admission tickets to access beer tasting tent

Beer Booth | \$500 | Multiple sponsorships available

- Logo on beer tent recognition banner
- Sponsorship recognition on event website
- Pour beer in beer tent (Saturday only)
- 4 general admission tickets to access beer tasting tent (additional volunteers must purchase own ticket)

SPONSORSHIP AGREEMENT

The following company agrees to sponsor the Blues & Brews 2020 sponsorship opportunity checked above:

Company Name:

Contact Name: Email:

Address:

Office Phone: Day of Event Phone:

Payment Information:

Check #: Please make checks payable to *Pleasant Hill Recreation & Park District*
Mail to: 147 Gregory Lane, Pleasant Hill, CA 94523 | ATTN: B&B'19

Type of Credit Card: VISA MC AMEX Credit Card Number:

Name on Card: Expiration Date: CVD Code:

Company Representation Signature: Date:

Date Received: Date Payment Received:

