



SAN DIEGO BEER WEEK 2011

Celebrating Craft Beer in San Diego – November 4-13, 2011

SPONSORSHIP INFORMATION

ABOUT San Diego Beer Week

San Diego Beer Week promotes San Diego's thriving craft beer culture by sponsoring a ten-day countywide festival that attracts beer tourism, fosters knowledge of our regional brewing heritage, and serves as a showcase for San Diego's breweries, restaurants, pubs, and other businesses with ties to the craft beer community. San Diego Beer Week is sponsored by the San Diego Brewers Guild, a non-profit whose mission is to promote awareness and increase the visibility of fresh, locally brewed beer through education and participation in community events.

San Diego Beer Week 2010 spotlighted more than 400 events spread throughout the county. Participating bars, restaurants, retail establishments, hotels, and sponsors all benefited from SDBW with a reported growth in sales and a groundswell of demand for craft beer.

Men's Journal recently named San Diego the #1 Beer City in the country. San Diego is often referred to as the Napa Valley of beer and is considered one of the top beer tourism destinations in the world. SDBW 2011 promises more events, more publicity, and more participants. With the popularity of craft beer on the rise, join in and take advantage of this opportunity to increase your brand awareness. Visit www.sdbw.org for more information.

SDBW Facts

- \$75k advertising/PR campaign to increase awareness for SDBW and drive traffic to SDBW.org
- Robust advertising plan with a circulation reach of 23 million (print, online, radio)
- 210,000 unique visitors per month at www.sdbw.org
- 20,000+ participants
- Inclusion on website and print ads (varies with sponsorship level)
- Raise awareness for your brand and associate yourself with San Diego's craft beer movement



CONTACT

If you are interested in becoming a sponsor, please contact Neva Parker - nparker@whitelabs.com

GOLD: \$3k SPONSORSHIP LEVEL

- Limited to five sponsors
- Category exclusivity
- One booth space at the San Diego Brewers Guild Festival. Total attendance over 3k.
- Ability to giveaway swag at the San Diego Brewers Guild Festival.
- 6 tickets to both Guild sponsored capstone events (valued at \$600).
- Inclusion on sponsors page of www.sdbw.org (210,000 Unique visitors per month).
- Mentions and promotion via social media channels (5,200 Facebook fans & 4,000 Twitter followers).
- Inclusion in San Diego Beer Week email blast (1,000 emails).

SILVER: \$1k SPONSORSHIP LEVEL

- Unlimited sponsors
- One booth at the San Diego Brewers Guild Festival. Total attendance over 3k.
- 4 tickets to both Guild sponsored capstone events (valued at \$400)
- Inclusion on sponsor page of www.sdbw.org (210,000 unique visitors per month).
- Inclusion in San Diego Beer Week email blast (1,000 emails).

BRONZE: \$200 SPONSORSHIP LEVEL

- Option 1
 - 2 tickets to both Guild sponsored capstone events (valued at \$200)
 - Inclusion on sponsor page of www.sdbw.org. 210,000 unique visitors per month.
- Option 2
 - One booth at the San Diego Brewers Guild Festival. Total attendance over 3k.