



## **SECURE YOUR SPONSORSHIP**

### **SAVE THE DATE for Venice Brew Bash VII!!**

If you are unfamiliar with the event, the 2018 Venice Brew Bash VII will be a unique and memorable experience celebrating great craft and import beer, food, live music and much more.

The Festival anticipates attendance of approximately 2,000 people and offers a mixed demographic. 50% of attendees are the untapped younger demographic of Venice, median age range of attendees is 33 – 45 come out to socialize and sample the latest in craft beers. 50% of our attendees are also retirees who enjoy the energy of the event and appreciate the education offered by the brewer reps who attend.

A percentage of the proceeds will benefit the Venice Area Orchid Society. They will use the funds to create a scholarship program and to help assist with their beautification projects in the City of

#### **Our Mission:**

Our mission is to host successful, first-class events. Our desire is for the Venice Brew Bash to be the premier event in Venice. Our focus is to bring the community together, promote the Venice area as well as all participant businesses and brands.

Partnering with the right businesses and groups to build added exposure and long term relationships that produce results is our focus. We deeply value our partnership with our sponsors and will ensure to serve as good stewards of your generous services and gift. We are committed to results and to delivering valuable benefits to our sponsors.

Note: We will customize sponsorships to meet specific marketing objectives and to enhance your partnership. Please let us know any and all requests, and we will do what it takes to fulfill them.

**For more information or to secure your sponsorship now email [info@venicebrewbash.com](mailto:info@venicebrewbash.com) or call Robin or Sam at 860-375-4073.**

**SPONSORSHIP CAN ALSO BE PURCHASED ONLINE AT [VENICEBREWBASH.COM](http://VENICEBREWBASH.COM)**

# Sponsorship Levels

- Build upon existing customer relationships and create brand awareness among new and potential customers
- Gain insight into customers' product knowledge of your brand
- Reach targeted customers
- Gain exposure through our targeted marketing campaign; encompassing print, online and social media.
- Tremendous opportunity to reach an untapped market
- Opportunity to hand out products or promotional materials.

## \$1,200 Sponsorship Options

- **Souvenir Cup Sponsor**
  - 1 available - Logo included on souvenir cups distributed to all attendees
- **Stage Sponsor**
  - 1 available - Logo prominently displayed on stage in 2 locations. Placement of any business provided stand up displays by stage
- **Ticket Sponsor**
  - 1 available - Logo, contact info and website or coupon offer on event tickets sold
- **Coaster Sponsor**
  - 1 available – Non-Restaurant / Bar - Company name with website on 25,000 coasters to be distributed at local bars one month prior to event
- **Fan Sponsor**
  - 1 available - Sponsor to provide fans
- **Tasting Card Sponsor**
  - 1 available - Logo, contact info and website opportunity on event tasting cards
- **T-Shirt Sponsor**
  - 4 available - Logo, contact info and website on event T-Shirts
- **Beer Cocktail / Mixology Sponsor**
  - 1 available - Beer cocktail tent provides you and your staff to craft and sample beer cocktails one of the newest trend. Great opportunity for restaurant / bar, large box store or retail liquor store. You create the drinks, we provide the product. Recipe cards to be handed out at tent with your logo and coupon opportunity on back

**All \$1,200 Sponsorship levels include items listed about with each option and the following:**

- Logo and brand presence on [venicebrewbash.com](http://venicebrewbash.com) with a link to your website
- Logo and link to your website on all eblasts
- Logo and brand presence on all social media campaigns
- Company Logo on posters and flyers
- Logo inclusion in all ads placed and media purchased
- Opportunity to sell tickets at your location for additional exposure
- Logo include on stage banner
- 10 x 10 space at event with tent, table and 2 chairs provided
- 2018 sponsor First right of refusal
- Eight (8) Venice Brew Bash tickets

**Pouring Sponsor – \$125**

- Assist with sampling during the event – 2 people total in each tent during the event
- Company logo on tent banner you will be located in
- Company Name on sponsor page of website
- Company Name included on social media post
- Opportunity to sell armbands at your location for additional exposure

**Merchant Vendor Space 10 x 10 – \$150**

- 10 x 10 space at event – One table and two chairs will be provided
- Company Name and brand presence on sponsor page of website
- Company Name included in eblasts advertising vendors
- Company Name included on social media campaigns advertising vendors
- Opportunity to sell armbands at your location for additional exposure

**Food Vendor Space 10 x 10 – \$200**

- 10 x 10 space at event – One table and two chairs will be provided
- Company Name and brand presence on sponsor page of website
- Company Name included in eblasts advertising vendors
- Company Name included on social media campaigns advertising vendors
- Opportunity to sell armbands at your location for additional exposure

## SPONSORSHIP APPLICATION

(CIRCLE ONE) TICKET • SOUVENIR CUP • TASTING CARD • COASTER • FAN  
T-SHIRT • MIXOLOGY • POURING • MERCHANT • FOOD

CONTACT NAME:

BUSINESS NAME:

ADDRESS:

CITY

STATE

ZIP

PHONE:

FAX:

EMAIL:

WEBSITE:

DAY OF EVENT - CONTACT NAME:

DAY OF EVENT - CONTACT NO.

ITEMS TO BE SOLD AT EVENT:

SIGNATURE:

TITLE:

## PAYMENT INFORMATION

METHOD OF PAYMENT (CIRCLE ONE)  
CHECK • CREDIT CARD

PAYABLE TO:  
VENICE BREW BASH  
1532 US HIGHWAY 41  
BYPASS S. #144  
VENICE, FL 34293

(TOTAL)  
\$ \_\_\_\_\_

Card Type: Visa / MC / AmEx / Discover

\_\_\_\_\_

Card Number

\_\_\_\_\_

Expiration Date

\_\_\_\_\_

Security Code

\_\_\_\_\_

Name on Card

\_\_\_\_\_

Mailing Address associated with card

\_\_\_\_\_

Signature

\_\_\_\_\_

Title

Please scan and email application to [info@venicebrewbash.com](mailto:info@venicebrewbash.com)

# Vendor Guidelines / Agreement

- 1. Insurance Requirements:** *ALL FOOD* vendors must abide by the health code standards for food vending / handling and carry a liability and insurance policy for no less than \$1,000,000.00 per occurrence.
  - 2. Waste Removal:** it is responsibility of each vendor to keep the booth and the surrounding area clean. Vendors must provide their own garbage receptacles and garbage bags.
  - 3. Electricity:** A limited amount of electric is available and is on a first come first serve basis. Should you require electricity, you will need to provide it at your location via generators if none is available.
  - 4. Beverage Sales:** Vendors will not be able to sell alcoholic beverages or **WATER** at the event. Nonalcoholic beverages will be allowed.
  - 5. Event Day Set Up: Vendor Check-in** will be on May 26<sup>th</sup> after 12pm. Please make special arrangements if you need to come in earlier.
  - 6. Vehicles:** No vehicles will be allowed on festival grounds after 2:30 PM. Vendors who requiring restocking of supplies may re-enter the festival with a dolly.
  - 7. Business Hours:** Vendors must be ready for business by 3 PM Sat. **Tear Down** may not begin until 7 PM.
  - 8. Florida Sales Tax:** All vendors selling merchandise are responsible for collecting their own sales tax. For more information visit [www.myflorida.org](http://www.myflorida.org)
  - 9. Festival Guidelines** will be strictly monitored. If violations occur, two warnings will be issued. Additional violations will result in removal from the Festival site by Police without refund.
  - 10. Acts of God:** The festival producers, promoters, sponsors, staff/employees, volunteers, etc. are in no way responsible or liable for personal adversity or acts of God.
  - 11. Refunds:** Space refunds WILL NOT BE ISSUED FOR ANY REASON for cancellations made 30 days prior to event.
  - 12. Payment for vending spaces:** If payment in full is not received by the due date – your space will be released and monies forfeited. There is a \$50.00 charge for any returned checks.
- Please Note:  Venice Brew Bash reserves the right to accept or reject any vendor space application.  
 No fundraising activities will be allowed without express written consent of show management.

## **Indemnity Clause: MAKE SURE YOU READ**

**\*\*\*Your signature on this application means you agree to all of the following:**

All sponsors agree to waive, release, indemnify and hold harmless Venice Brew Bash, Venice Area Orchid Society and the City of Venice its officers, agents, independent third party contractors contracted by the sponsor, and employees. The above shall have no liability for any damages, injuries or loss of property brought to you by your participation in the Venice Brew Bash.