



NEW MEXICO BREW FEST

¡VIVA LA CERVEZA DE NUEVO MEXICO!

SPONSORSHIP GUIDE

Saturday, October 14, 2023

VILLA HISPANA AT EXPO NEW MEXICO

NOON-6pm

NMBREWFESt.COM



NEW MEXICO BREW FEST 2023
SPONSORSHIP GUIDE
SATURDAY, OCTOBER 14 • EXPO NM • NOON-6PM

NEW MEXICO'S REPUTATION IN THE CRAFT BREWING INDUSTRY IS STELLAR. In the last decade, the state has grown into one of the top craft beer states in America. Nowhere is this more apparent than at the annual **NEW MEXICO BREW FEST**.

Founded in 2010, this lively and well-attended fall festival has grown to become an annual favorite for discerning beer enthusiasts. It has been ranked as one of the **TOP 10 FALL BEER FESTS** by *Fox* and the **TOP 5** by *Accuweather* and features more than 20 of the best of the state's breweries, delicious offerings from local food trucks, live music, wonderful people and perfect fall weather.

FESTIVAL HIGHLIGHTS

- 3000 CRAFT BEER ENTHUSIASTS
- 20+ LOCAL CRAFT BREWERIES
- CIDERIES + DISTILLERIES
- 120+ BEERS ON TAP
- LIVE LOCAL MUSIC LINEUP
- UNIQUE LOCAL FOOD TRUCKS
- OUTDOOR GAMES
- SPRAWLING OUTDOOR PICNIC-STYLE VENUE
- FREE BIKE VALET SERVICE

FOR MORE INFORMATION, PLEASE VISIT

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**NEW MEXICO
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CONTACTS

Kevin Hopper
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Kyle Malone
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"NEW MEXICO'S FAVORITE CRAFT BEER FEST"



FESTIVAL MARKETING & PROMOTIONS

New Mexico Brew Fest was originally founded by craft beer lovers with an appreciation for the value of branding.

It's why we invest heavily in promoting the festival in a variety of media outlets and promote our dedicated sponsors along the way.

RADIO

- Week-long radio buy with Clear Channel stations 94.1 FM and 104.1 FM (30 second ads, plus on-air interviews with select brewers and sponsors)
- Additional 30 second spots on other local channels

PRINT

- Ad buys in multiple print outlets
- 15K strategically-distributed flyers
- Full-color posters and banners at New Mexico breweries and businesses
- Press releases that generate earned media

SOCIAL MEDIA

- Heavy social media presence (Facebook, Twitter, Instagram)
- Targeted social media ad campaign during the two months leading up to the festival

TV

- TV interviews and mentions on a variety of local stations
- Purchased air time on local morning shows

OUTDOOR

- Top level sponsors will be included in outdoor billboards, digital boards and Albuquerque Trolley banners



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TITLE SPONSOR – \$7.5K

SHOWCASE YOUR COMPANY IN FRONT OF THOUSANDS OF CRAFT BEER LOVERS!

INCLUDES YOUR BUSINESS NAME as the presenting sponsor.

YOUR NAME & LOGO ON all print ads, posters, flyers and billboards leading up to the festival. Print ads will feature your logo and expand to include a more detailed description of your sponsored area onsite at the festival (previous year's promotional materials available upon request).

TELEVISION INTERVIEWS will include mentions of your business and your participation in the festival.

FESTIVAL POSTERS/POSTCARDS will feature your logo, other sponsor locations and all local breweries. NMBF street team will strategically distribute posters across the city and state.

RADIO ADS will feature your business name as presenting sponsor in radio ads and in-studio interviews.

YOUR BUSINESS NAME listed as title sponsor on all NMBF tickets.

In the month of September, we would like to offer discounted tickets only available at your business. This promotion will be supported in advertisements.

NMBF PROVIDES:

- 20 Early entry tickets
- 20 General admission tickets
- 10 parking passes
- 20 official NMBF T-shirts
- 20 commemorative glasses

ADDED VALUE TO TITLE SPONSORSHIP

IN-STORE BEER TASTING:

NMBF can help promote your business by organizing an in-store tasting, a restaurant beer dinner or a tap takeover with a local brewery.

We will coordinate with distributors or packaging brewers to provide product and promotion to drive customers to your door.

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SPIRITS SPONSOR - \$1500

WITH THE RISE IN POPULARITY OF DISTILLING, OUR Spirits Sponsorship offers brands a unique avenue to reach a prime target audience.

NM BREWFEST PROVIDES:

- 10'x15' festival footprint
- One parking pass
- Two lanyards
- Banner placement near tent and ticket entrance
- 5 VIP or 8 GA tickets
- Coverage of vendor fee, filing cost of liquor license, delivery fee of licensing
- Logo placement on posters, fliers, website (w/ links)
- Sponsor mentions from stage
- Additionally insured inclusion
- Securing of liquor license partner
- Facilitation of compliance with county and state agencies
- Ice



SPONSOR PROVIDES:

- 10'x15' tent (to be set up by sponsor)
- Banners
- Product for sampling: for up to 3,000 attendees
- Sample cups, coolers, giveaways
- Set up by 9:30am, day of festival. Service hours 12-6
- Staff to set up and break down sample area
- Alcohol certified staff to serve samples
- Tables and chairs

COST: \$1500/BRAND

+ 6.1875% NMGRT

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LIVE MUSIC SPONSOR • \$3.5K

WITH THIS HIGH PROFILE SPONSORSHIP, your company will receive high billing on all print media and advertising, mentions in radio ads and radio/TV appearances.

ON THE DAY OF THE FESTIVAL:

- Your brand will be featured on large stage banners
- Mentions on stage during band introductions
- 20 tickets
- 10 parking passes
- 10 official NMBF T-shirts
- 10 commemorative glasses
- Additional sponsor benefits can be tailored to your marketing and advertising needs upon request.



GLASS SPONSOR • \$1.5-\$3K

SPONSORING THE OFFICIAL NM Brew Fest glass gets your logo on:

1,000 GLASSES: \$1.5K

2,500 GLASSES: \$3K

Your company logo will be featured along with the NMBF logo on the opposite side. Since 2010, this glassware has become valuable collectibles for our loyal attendees.

- 10 tickets
- 10 shirts
- 5 parking passes
- 24 commemorative glasses



HANDCRAFT YOUR OWN SPONSORSHIP!

THE NMBF STAFF LOVES TO ENTERTAIN creative approaches to sponsorships of the festival. Please contact us to discuss your ideas or call for an on-site meeting to walk the festival grounds and brainstorm unique concepts.



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T-SHIRT SPONSOR • \$1K

OFFICIAL NMBF T-SHIRTS ARE HIGHLY COVETED, and with this sponsorship, you can add your company logo and message on the back of the shirt (300 total), which will continue to promote your brand long after the festival is over.



T-SHIRT SPONSOR WILL ALSO RECEIVE:

- 10 tickets
- 10 shirts
- 5 parking passes
- 10 commemorative glasses

YARD GAMES SPONSOR • \$1K

THIS IS A VERY UNIQUE and interactive approach to promoting your business. Our yard games include Giant Beer Pong (played with a volleyball and large rubber trash cans branded with your logo), Giant Jenga, Corn Hole and any game you want to bring to the yard. This sponsor can hang banners and place marketing materials in the area. This extremely popular festival highlight is sure to make an impact on all who play the game on the day of the festival.



YARD GAMES SPONSOR WILL ALSO RECEIVE:

- 20 tickets
- 20 shirts
- 5 parking passes
- 10 commemorative glasses

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BIKE VALET SPONSOR • \$750

THE BIKE VALET OFFERS A PREMIUM BOOTH location with guaranteed traffic and highly targeted audience. This festival has been a popular destination for cyclists with more than 200 individuals utilizing the space each year.

CORPORATE BOOTH • \$500

SHOWCASE YOUR COMPANY to thousands of festival attendees. With this sponsorship, you will be given space to set up a 10'x10' booth, sell merchandise, gather email addresses, hold a drawing or raffle, give away product or swag, provide literature, signage, and otherwise reach NMBF's highly desirable demographic.

- 10 x 10 booth space in a central location of the festival (sponsor to provide tent, tables, chairs, branding, marketing materials)
- 4 staff badges and 1 parking pass
- 4 General Admission passes
- Option to distribute marketing materials, giveaways and premiums
- Logo and link on NMBrewfest.com
- Access to power as needed

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