



ABQ BLUES & BREWS 2020 SPONSORSHIP OPPORTUNITIES

DESCRIPTION

The Sandia Resort & Casino Ballroom and Meeting Rooms are 50,000 square feet of meeting space with state-of-the-art light and sound in the Grand Ballroom. Also included will be a space where guest will be welcome to enjoy their beverages outdoors.

Albuquerque Blues & Brews will take place on Sunday, May 24, 2020 with a Early Access tasting hour from 2p-3p and General Admission from 3p-6p. Entertainment will be local blues performers (TBD).

Sandia Resort & Casino will host a bar for the event stocked with sponsor only beers & liquors.

Albuquerque Blues & Brews will be the biggest event of ABQ Beer Week, which runs from May 21 - May 31 and will include over 100 events throughout Albuquerque.

Albuquerque Blues & Brews generates over 2.24 million impressions. Current Media Sponsors Include:

Advertising Medium	Impressions
All About Beer Mag web & eblast	80,000
ABQ the Mag (2) 2/3p ads, calendar listing	234,840
Alibi (1) 1/4p (1) 1/2p, eblast , online ads	131,542
CW and My50 TV	151,000
Cumulus Broadcasting: 92.3, 93.3, 103.3, 770am & 610am	138,800
Flyers, Posters, Banners	23,000
Tasting Glasses	3,000
Event Websites	96,000
Facebook, Instagram & Twitter Pages	13,202
Online Calendars - Beer Advocate, etc.	unknown
NM Rail Runner ads	230,400
Kirtland Nucleus	12,500
Daily Lobo	45,000
ABQ Convention Visitors Bureau	153,670
Google Ads & Facebook Ads	432,996
Feel Good Festivals eblasts	60,743

SPONSORSHIP LEVELS

Title Sponsor:

Title Sponsorship \$6,500

As the Main Stage Sponsor you will receive:

- Name on all print advertising materials, radio spots, flyers, signage (*exclusion: hang tags on competitors beers*), volunteer t-shirts, tasting glasses, and banners
- Mentions in all radio and television spots
- Exclusive rights to sell beer at the event
- Elite booth space at entrance
- The option to renew contract for consecutive years, sponsorship level adjusted for festival size.
- Signoff rights on the new Blues & Brews logo & advertisement with new prominent logo placement.
- 20 pairs of GA tickets for ticket giveaway

Atrium Stage Sponsor:

Sponsorship Fee - \$675

As the Atrium Stage Sponsor you will receive:

- Atrium Stage named after your product - name & logo on event program, website, event & stage signage
- Elite booth/lounge space at event
- Quarter page ad in Festival Program
- 8 Sampling Tickets

Acoustic Stage Sponsor:

Sponsorship Fee - \$500

As the Acoustic Stage Sponsor you will receive:

- Acoustic Stage named after your product - name & logo on event program, website, event & stage signage
- Elite booth/lounge space at event
- Quarter page ad in Festival Program
- 4 Sampling Tickets

Booth Sponsor:

Sponsorship Fee - \$315

As a Booth Sponsor, you will receive:

- 10x10 booth space to sell merchandise or distribute information about your business
- Pipe & drape, table, chairs, tablecloth
- 3 sampling tickets
- Exclusivity available for additional \$200

Tasting Glass Sponsor:

Sponsorship Fee - \$3,500

As the Glass Sponsor, you will receive:

- Logos on all tasting glasses - 3,000 total
- 12 Sampling Tickets

* All sponsorships have the option to renew contract for consecutive years, sponsorship level adjusted for festival size.



SPONSORSHIP LEVELS

Main T-Shirt Sponsor:

Sponsorship Fee - \$550

As a Volunteer T-Shirt Sponsor, you will receive:

- Your logo on front of 100 volunteer t-shirts worn throughout the festival
- 5 Sampling Tickets

T-Shirt Back Sponsor: Non Beer Only

Sponsorship Fee - \$600

As a T-Shirt Back Sponsor, you will receive:

- Your logo on the back of 100 volunteer t-shirts worn throughout the festival
- 1 Sampling Ticket

Web Sponsor:

Sponsorship Fee - \$150

As a Web Sponsor, you will receive:

- Your logo included on website - over 55,000 hits
- Your logo included on email blasts - 12,000 subscribers
- Brewery spotlight on 1 email blast - 12,000 subscribers
- 1 sampling ticket

ABQ Beer Week Promo Partner:

Sponsorship Fee - \$350 - 12 total

As an ABW Promo Partner you will receive:

- Logo and banner ad on ABW website, ABW flyers, schedules & posters, ABW glassware & t-shirts which will be used as prizes, giveaways & merch for event.
- 4 shirts & 6 glasses for your distribution
- 2 sampling tickets

Event Program Ads:

Advertising Fee - \$55-\$300

Program will be full color, glossy and list each brewery with beers that will be available, music schedule and other event info:

- Footer \$55
- 1/4p \$95
- 1/2p \$160
- Full Page \$300
- 2 Full Pages \$450

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