



# 23<sup>rd</sup> Annual Knoxville Brewers' Jam

**Make A Donation. Help Create a Caring Community.**

**Advertise Your Business.**

At **23 years**, the Knoxville Brewers' Jam is one of the South East's **oldest, biggest, and best beer festivals** and also a Knoxville tradition. Brewers' Jam is **an entire**

**day of fun** – For 4 hours, people picnic and relax in the gorgeous field and listen to awesome bands while they sample beer from over 70 breweries and eat delicious local food.

## **Who attends Knoxville Brewers' Jam?**

Attendees encompass a diverse group of nearly 3,000 people that includes college students, young professionals, parents and grandparents, established business owners, young entrepreneurs and everyone in-between. As a sponsor, you would have the opportunity to advertise your business to all these folks before, during and after the event.

## **How will my donation be used?**

Your donation will help us cover the costs and expenses and logistical needs of the event; 100% of the proceeds from this event go to Community Shares Tennessee, a local Tennessee nonprofit organization. There are a wide variety of opportunities for sponsorship; we'd love the chance to discuss what fits you and your company best!

## **What do I get in return?**

- Access to a large audience that will see your logo on all promotional materials including the official event website, posters and social media posts.
- Grow brand recognition and increase your marketing efforts on your target market for a low return on Investment.
- A great opportunity to sample or test market your product with a target market.
- Sponsoring the Knoxville Brewers' Jam shows that your brand is invested in the community and creates a positive association with your brand in the mind of consumers.

## **Interested? Want more information?**

Call us at 865.522.1604 or email us at [knoxbrewersjam@CommunitySharesTN.org](mailto:knoxbrewersjam@CommunitySharesTN.org) to learn more. We'd love to know how we can help your business meet your goals for marketing and community engagement. All of our package options are flexible; let us know your branding needs!

# SPONSORSHIP OPPORTUNITIES

- **Presenting Sponsor - \$5,000** **1 available**
  - Logo on all 3,500 sampling glasses
  - Sponsor naming rights available as “presenting sponsor”
  - “Presented by” status in all press releases as well as event publicity
  - Logo prominently included on festival sponsorship banner
  - Primary logo on all printed and digital media
  - Live mentions throughout the event
  - Linked logo included on festival website
  - Mentions on Brewers’ Jam social media
  - 4 complimentary VIP tickets and 10 complimentary GA tickets
  - Tent and table provided at event
  
- **Stage Sponsor -\$4,000** **1 available**
  - Naming rights and exclusive logo on stage banner
  - Logo on all printed and digital media
  - Live mentions throughout the event
  - Linked logo included on festival website
  - Mentions on Brewers’ Jam social media
  - 2 complimentary VIP tickets and 8 complimentary GA tickets
  - Tent and table at event
  
- **VIP Tent Sponsor -\$3,000** **1 available**
  - Naming rights and exclusive logo on VIP tent banner
  - Logo on all printed and digital media
  - Live mentions throughout the event
  - Linked logo included on festival website
  - Mentions on Brewers’ Jam social media
  - 2 complimentary VIP tickets and 6 complimentary GA tickets
  - Tent and table at event
  
- **Gold Sponsor - \$2,500** **5 available**
  - Logo on all printed and digital media
  - Live mentions at beginning and end of event
  - Linked logo included on festival website
  - Mentions on Brewers’ Jam social media
  - 10 complimentary GA tickets
  - Tent and table provided at event

- **Silver Sponsor - \$1,000** **8 available**
  - Logo on all printed and digital media
  - Linked logo included on festival website
  - Mentions on Brewers' Jam social media
  - 6 complimentary GA
  - Tent and table provided at event
  
- **Bronze Sponsor - \$500** **15 available**
  - Logo on all printed and digital media
  - Linked logo included on festival website
  - Mentions on Brewers' Jam social media
  - 4 complimentary GA for sponsor crew – amount negotiable, more could be given in exchange for giveaways or media promotions
  
- **Supporting Sponsor \$250** **20 available**
  - Logo on all printed and digital media
  - Linked logo included on festival website
  
- **Media Sponsor – Gifts in kind** **Multiple available**
  - Logo on all printed and digital media
  - Linked logo included on festival website
  - Mentions on Brewers' Jam social media
  - Complimentary GA tickets – amount negotiable, dependent on value of GIK