



## Participation Levels

# 23rd Annual Knoxville Brewers' Jam

Benefitting Community Shares

Saturday, November 9, 2019 • Civic Coliseum Plaza • Knoxville, TN

### Premier Brewery

- Donation of 3 kegs of beer, as well as a small batch, limited release beer to be featured in the Brewers' Jam VIP tent.
  - Listed as a Premier Brewery on event website and promotional materials
  - Merchandise Fee waived (\$100 value)
  - Increased social media promotion
  - Inclusion on banner at entry gate
  - Entrance to the post-event volunteer party - complimentary beer and food
  - Complimentary meal tokens for your brewery representatives day of event
  - Complimentary hotel room for Friday, November 8 or Saturday, November 9

### Featured Brewery

- Donation of 3 kegs of beer.
  - Listed as a Premier Brewery on event website and promotional materials
  - Merchandise Fee waived (\$100 value)
  - Increased social media promotion
  - Inclusion on banner at entry gate
  - Entrance to the post-event volunteer party - complimentary beer and food
  - Complimentary meal tokens for your brewery representatives day of event

### Participating Brewery

- Asking Community Shares to purchase our beer.
  - Listed on event website and promotional materials
  - Social media promotion