



Brew Fest

June 8, 2024

| | Signature \$5,500 | Music \$3000 | Platinum \$1000 | Gold \$750 | Silver \$500 | Supporter \$200 |
|--|----------------------|-----------------|--------------------|---------------|-----------------|--------------------|
| PROMINENT LOGO ON POSTER | ★ | ★ | ★ | ★ | ★ | ★ |
| PROMINENT LOGO ON TABLE TOP TENTS AT EVENT | ★ | ★ | ★ | ★ | ★ | ★ |
| PROMINENT LOGO ON WEB | ★ | ★ | ★ | ★ | ★ | |
| MENTIONED IN FRONT PAGE NEWSPAPER EDITORIAL | ★ | ★ | ★ | ★ | ★ | |
| SOCIAL MEDIA - LOGO ON FACEBOOK COVER IMAGE TAGGED IN MAIN SOCIAL MEDIA POST & SOCIAL ADVERTISING | ★ | ★ | ★ | ★ | | |
| COMPANY BANNER UP AT FESTIVAL | 8 | 4 | 2 | | | |
| FREE ADMISSION TICKETS | | | | | | |
| ALWAYS MENTIONED WHEN PROMOTING ENTERTAINMENT | ★ | ★ | | | | |
| MENTIONED IN RADIO ADVERTISING AND INTERVIEWS | | | | | | |
| CO-HOST SOCIAL MEDIA EVENT | ★ | | | | | |
| ONE SOCIAL POST OF YOURS POSTED ON OUR ACCOUNT | ★ | | | | | |
| MENTIONED IN OPENING WEBSITE DESCRIPTION | ★ | | | | | |
| MENTIONED ON ALL PRINT MARKETING | ★ | | | | | |
| SECOND COMPANY BANNER UP AT ENTRANCE | ★ | | | | | |
| MENTIONED MULTIPLE TIMES THROUGHOUT POSTING | ★ | | | | | |
| MENTIONED ON SEASON LONG TABLE TENT ADVERTISING | ★ | | | | | |
| DISTRIBUTED THROUGHOUT IRON MOUNTAIN BUSINESSES | ★ | | | | | |
| ANNOUNCED FIRST IN ALL MARKETING MATERIALS, MARKETING AND ADVERTISING | ★ | | | | | |

6th Annual Festival featuring Michigan Breweries and Distilleries.

Day Time Event: 12-5pm
Attendance Limited to 500
Food Trucks - Casual Atmosphere -
Live Music - Outdoor Games

Heavy Advertising leading up to Festival
21+ event ONLY

Sponsoring DDA events and activities means aligning your organization with a cause that goes beyond business—it's about community, growth, and preservation. By becoming a sponsor, your organization directly contributes to the economic vitality of Iron Mountain while enjoying unique opportunities for marketing exposure.

Brew Fest is an adult only event (21+) featuring over a dozen vendors, with majority of our attendance being 25-45 years old. We have created an exclusive atmosphere and provide the opportunity to taste test over 50 varieties of beverages. Please Email Kenzie at Events@downtownironmountain.com

Brew Fest coincides with Millie Hill Enduro, an event by Iron Hills Cycling with brings mountain bike riders to Iron Mountain. Marketing towards 21+ in surrounding around and northeast Wisconsin.

