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# Sponsorship Opportunities

## ***The 6<sup>th</sup>* Annual Sunnyside Summer Ale Festival**

Saturday, June 20<sup>th</sup>, 2020 5-10 PM  
Centennial Square, Sunnyside, WA.





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## History of the Sunnyside Ale Fest

The idea for Sunnyside Summer Ale Fest came about like most good ideas - over a pint of great beer between two friends. Okay, a few pints of great beer and then the help of many good friends!

Our community is known for producing some of the world's finest hops and grapes, so we like to honor our local agriculture by celebrating with wonderful music, beer, wine, and food!

Over the years, we have supported local initiatives. Our focus is now something dear to our hearts - our youth! If we continue to invest into the future of our youth, we are investing into the future of our community!

## Sunnyside Ale Fest

### Brews for Boards

The Sunnyside Summer Ale Fest is an annual event. This year's event will be on June 20<sup>th</sup>, 2020 at Centennial Square in downtown Sunnyside. The event will feature a wide variety of beverages and food from some of our region's best breweries, wineries, and restaurants.

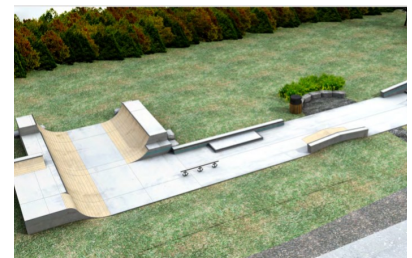


The Sunnyside Daybreak Rotary Club, the host organization, is focused on giving back to the Sunnyside community and supporting the Sunnyside youth.

The net proceeds from Sunnyside Summer Ale Fest will be used to build a skateboard park in downtown Sunnyside. We hope you will join us as we celebrate with fantastic beer to support a great cause!

**When:** June 20<sup>th</sup>, 2020 from 5:00 - 10:00 PM

**Where:** Centennial Square downtown Sunnyside



## Taste of Sunnyside

### The Ale Fest Kick-off Dinner

To kick-off the ale festivities we will be hosting a dinner with local cuisine, beer, and wine from our valley. Enjoy a wonderful evening filled with delicious food, entertainment, and enjoy the ambiance.

**When:** Friday, June 19<sup>th</sup>, 2020 at 6:00 PM

**Where:** TBD

Tickets are on sale now for \$60 and includes dinner, brews and wine!



## Sponsorship Visibility

### Attendance

2015: 450 attendees  
2016: 500 attendees  
2017: 750 attendees  
2018: 900 attendees  
2019: 950 attendees

45 % of attendees  
are from Sunnyside  
area

55% of attendees are  
from out of town

*“Great opportunity to  
socialize with old  
friends and make new  
ones.” - Mark T.*



### 2019 Website Statistics:

4,626 Website Visits  
1,986 Event Page Views

### Social Media

Instagram: 313 followers  
Facebook: 1,285 followers



For additional information  
please feel free to contact

Jeff Barron  
509-837-3711

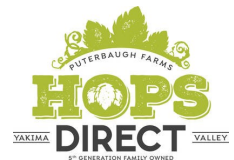
## We could not do this without you!

Please consider joining us as a sponsor in 2020:

IMPERIAL	\$7,500
STOUT	\$5,000
PORTER	\$3,500
IPA	\$2,500
MALT	\$1,500
AMBER	\$500
HOME TOWN BREW	\$250
FRIDAY DINNER TABLE SPONSOR	\$500

# Thank you to our 2019 Sponsors

We could not do this without the generous support from our Sponsors!



# SPONSORSHIP PACKAGES

Sponsorship Benefits by Level	FRIENDS OF THE ALE FEST	AMBER	MALT	IPA	PORTER	STOUT	IMPERIAL
	\$250	\$500	\$1,500	\$2,500	\$3,500	\$5,000	\$7,500
Recognition on Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Tickets to the event		2 Tickets	5 Tickets	10 Tickets	15 Tickets	25 Tickets	50 Tickets
Recognition during event		Yes	Yes	Yes	Yes	Yes	Yes
Skateboard Park Recognition**			Potential	Potential	Potential	Included	Included
Logo on Poster*			Yes	Yes	Yes	Yes	Yes
Banner at Event				Yes	Yes	Yes - Next to tent of your choice	Yes - Entrance
Commemorative Pewter Beer Stein				Yes	Yes	Yes	Yes
Table at Taste of Sunnyside Dinner						Yes	Yes
Logo on Glassware*						Yes	Yes
Recognition in all event materials						Yes	Yes
Premium banner on stage*						Yes	Yes
Engraved Ale Fest Sponsorship Rock							Yes
Honorary Judge for festival							Yes



\* Logo and/or names must be submitted prior to deadline to be included.

\*\* Please see page 10 for additional information around Skateboard Park Recognition



# SPONSORSHIP PACKAGES

## IMPERIAL PACKAGE

### Title Sponsor - \$7,500

Limited availability, as your company would be the **Title Sponsor** of the 6<sup>th</sup> Annual Sunnyside Ale Fest. This entitles your company to:

- Recognition on website [www.summeralefest.org](http://www.summeralefest.org) (*Sponsor logo will need to be submitted*)
- **50 complimentary** event tickets - each ticket includes a commemorative glass and two tokens
- Your name and sponsorship announced during the event as the title sponsor
- Recognition plaque in completed Sunnyside Skateboard Park
- Logo on poster (*Logo must be submitted by March 1<sup>st</sup>*)
- Banner with logo, provided by Summer Ale Festival, displayed at the entrance
- Table with your logo and/or name in the centerpiece at the Taste of Sunnyside Dinner on Friday, June 19<sup>th</sup>. Enjoy local cuisine and drinks for 6 guests
- Logo on festival glassware (*Logo must be submitted by March 1<sup>st</sup>*)
- Your name on **ALL** marketing and promotional materials including TV ads/promos and name mentions on radio ads/promos
- Commemorative Pewter Beer Stein with Summer Ale Fest logo
- Premium banner behind the stage with top 4 sponsors provided by Summer Ale Fest
- Be our honorary judge in our blind tasting to select our winning brew
- Engraved 2020 Sunnyside Summer Ale Fest Sponsorship Rock

*“It was so much fun!  
Thanks for the effort in  
putting and amazing  
event together!”*

- Sarahi B.

*“Amazing community  
event! Wonderful time  
with great people”*

- Michelle P.



### Package Highlights

- Name and logo on ALL marketing materials
- Logo on poster, banners, and glassware
- Logo and name on the website
- Commemorative Pewter Beer Stein
- Table at Taste of Sunnyside Dinner
- 50 event tickets
- Honorary Judge for festival



# SPONSORSHIP PACKAGES

## STOUT PACKAGE - \$5,000

Only **4 spots available** and these fill up fast! This package includes:

- Recognition on website [www.summeralefest.org](http://www.summeralefest.org) (*Sponsor logo will need to be submitted*)
- **25 complimentary** event tickets - each ticket includes a commemorative glass and two tokens
- Recognition during the event
- Recognition plaque in completed Sunnyside Skateboard Park
- Logo on poster (*Logo must be submitted by March 1<sup>st</sup>*)
- Banner with logo, provided by Summer Ale Festival, displayed next to the tent **of your choice** (Brewery, Winery or Cigar Tent)
- Your name on **ALL** marketing and promotional print materials
- Table with your logo and/or name in the centerpiece at the Taste of Sunnyside Dinner on Friday, June 19<sup>th</sup>. Enjoy local cuisine and drinks for 6 guests.
- Logo on festival glassware (*Logo must be submitted by March 1<sup>st</sup>*)
- Premium banner behind the stage with top 4 sponsors provided by Summer Ale Fest.
- Commemorative Pewter Beer Stein with Summer Ale Fest logo

### Package Highlights

- Banner with logo on tent of your choice
- 25 complimentary event tickets
- Logo on poster and on our website
- Logo on glassware
- Recognition at event
- Commemorative pewter stein
- Table at Taste of Sunnyside Dinner

## PORTER PACKAGE - \$3,500

Don't miss out on this package includes:

- Recognition on website [www.summeralefest.org](http://www.summeralefest.org) (*Sponsor logo will need to be submitted*)
- **15 complimentary** event tickets - each ticket includes a commemorative glass and two tokens
- Recognition during the event
- Logo on poster (*Logo must be submitted by March 1<sup>st</sup>*)
- Banner (provided by you) to appear on Centennial Square grounds
- Commemorative Pewter Beer Stein with Summer Ale Fest logo

### Package Highlights

- Logo on poster and on our website
- 15 complimentary event tickets
- Recognition at event
- Banner at event
- Commemorative pewter stein



# SPONSORSHIP PACKAGES

## IPA PACKAGE - \$2,500

This package includes:

- Recognition on website [www.summeralefest.org](http://www.summeralefest.org) (*Sponsor logo will need to be submitted*)
- **10 complimentary** event tickets - each ticket includes a commemorative glass and two tokens
- Recognition during the event
- Logo on poster (*Logo must be submitted by March 1<sup>st</sup>*)
- Banner (provided by you) to appear on Centennial Square grounds
- Commemorative Pewter Beer Stein with Summer Ale Fest logo

### Package Highlights

- Logo on poster and on website
- Banner at event
- 10 complimentary event tickets
- Commemorative Pewter Beer Stein

## MALT PACKAGE - \$1,500

Get your name out there! The package includes:

- Recognition on website [www.summeralefest.org](http://www.summeralefest.org) (Sponsor logo will need to be submitted)
- **5 complimentary** event tickets - each ticket includes a commemorative glass and two tokens
- Recognition during the event
- Logo on poster (*Logo must be submitted by March 1<sup>st</sup>*)

### Package Highlights

- Logo on event poster and on our website
- Recognition at event
- 5 complimentary event tickets

## AMBER PACKAGE - \$500

This package includes:

- Recognition on website [www.summeralefest.org](http://www.summeralefest.org) (Sponsor logo will need to be submitted)
- **2 complimentary** event tickets - each ticket includes a commemorative glass and two tokens
- Recognition during the event

### Package Highlights

- Logo on our website
- Recognition at event
- 2 complimentary event tickets





# SPONSORSHIP PACKAGES

## FRIENDS OF THE ALE FEST - \$250

This package includes:

- Recognition on website [www.summeralefest.org](http://www.summeralefest.org) (Sponsor logo will need to be submitted)



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## TASTE OF SUNNYSIDE *Table Sponsor* - \$500

Enjoy a wonderful evening filled with local cuisine, brews and wine. This sponsorship package is for the kick-off ale fest dinner on Friday, June 19<sup>th</sup>. The package includes:

- *Table with your logo and/or name* in the centerpiece (*sponsor logo will need to be submitted*)
- Local cuisine and drinks for **6 guests**
- **2 complimentary** Summer Ale Fest tickets - each ticket includes a commemorative glass and two tokens

### Package Highlights

- Table with your logo or name
- Dinner & drinks for 6 guests
- Enjoy 2 complimentary tickets to the Summer Ale Fest



# ADDITIONAL INFORMATION



## SIGNATURE PACKAGE

Donating more than \$15,000 - You can choose to have the Title Sponsor and receive additional benefits. We can work with you to customize a package that recognizes you for your generous donation towards our youth.

## Skateboard Park Recognition

We would like to commemorate the support of those who have donated over the years with their name and/ or logo on a plaque at the skateboard park.

- All Imperial and Stout donors will be recognized at the skateboard park.
- Those who have donated \$5,000+ accumulative over the years will be recognized at the skateboard park as well.

## Thank you for your interest!

For any inquiries, questions, or additional details please feel free to contact Jeff Barrom

509-837-3711 | Jeffrey.Barrom@hubinternational.com

You can also visit our website at [www.summeralefest.org](http://www.summeralefest.org) or visit our Facebook page!

