

# TITLE SPONSOR

**\$20,000**

- 1 Featured Event\*\*
- Name and logo prominent in all media and marketing\*
- 25 PCBW Sponsor T-Shirts
- 4 dozen PCBW glassware
- Main page logo on website
- Linked logo denoting Title Sponsorship on sponsor page
  - 7 Twitter mentions stating "Title Sponsor" status
  - 7 Facebook posts stating "Title Sponsor" status
- Social Media Package Tier 3
- Listing in all PCBW email campaigns as "Title Sponsor" with name/logo
- Listing in all PCBW press releases as "Title Sponsor" with name/logo
- Inclusion in media sponsor program
- "Title Sponsor" status in PCBW mobile app for iOS and Android
- Booth & name/logo placement at any events directly tied to PCBW
  - Prominent logo/name placement on all banners
  - Prominent logo/name placement on all sponsor packages
- Cover logo/name placement in PCBW Printed Guide (10,000 copies)
- 10 tickets to any event hosted by PCBW
  - Stage time at PCBW Media Day for one representative to speak to the media



## PLATINUM SPONSOR

**\$10,000**

- 1 Featured Event\*\*
- 15 PCBW Sponsor T-Shirts
- Four dozen PCBW glassware
- Featured logo placement on PCBW print media advertising
- 1 full page ad in the PCBW Printed Guide
- Full page of written content in Printed Guide (topic your choice)
  - Featured linked logo placement on PittsburghCraftBeerWeek.com sponsors page
- Featured full-page logo and name placement in PCBW Printed Guide sponsors section
- Featured logo in PCBW mobile app for iOS and Android
- Featured logo on PCBW 2017 sponsor t-shirts
- 25% off additional advertisements in PCBW Printed Guide
  - Listing in all email campaigns as "Platinum Sponsor" with name/logo
- Listing in all PCBW press releases as "Platinum Sponsor" with name/logo
  - Social Media Package Tier 3



## GOLD SPONSOR

**\$4,500**

- 1 Featured Event\*\*
- 10 PCBW Sponsor T-Shirts
- Four dozen PCBW glassware
- Medium logo placement on PCBW print media advertising
- 1 half page ad in the PCBW Printed Guide
  - Half page of written content in Printed Guide (topic your choice)
- Medium linked logo placement on PittsburghCraftBeerWeek.com sponsors page
  - Medium logo and name placement in PCBW Printed Guide sponsors section
- Medium logo in PCBW mobile app for iOS and Android
- Medium logo on PCBW 2017 sponsor t-shirts
- 20% off additional advertisements in PCBW Printed Guide
  - Listing in all PCBW email campaigns as "Gold Sponsor" with name/logo
- Social Media Package Tier 2



## SILVER

**\$1,500**

- 5 PCBW Sponsor T-Shirts
- Four dozen PCBW glassware
- Small logo placement on PCBW print media advertising
  - 1 medium ad in the PCBW Printed Guide
- Half page of written content in Printed Guide (topic your choice)
  - Small linked logo placement on PittsburghCraftBeerWeek.com sponsors page
- Small logo and name placement in PCBW Printed Guide sponsors section
- Small logo in PCBW mobile app for iOS and Android
- Small logo on PCBW 2017 sponsor t-shirts
- 15% off additional advertisements in PCBW Printed Guide
- Listing in all PCBW email campaigns as "Silver Sponsor" with name/logo
  - Social Media Package Tier 1



## BRONZE

**\$500**

- 5 PCBW Sponsor T-Shirts
- Name placement on PCBW print media advertising
- 1 small ad in the PCBW Printed Guide
  - Small linked logo placement on PittsburghCraftBeerWeek.com sponsors page
- Small logo and name placement in PCBW Printed Guide sponsors section
- Name listed in PCBW mobile app for iOS and Android
- Name listed on PCBW 2017 sponsor t-shirts
- 10% off additional advertisements in PCBW Printed Guide
- Listing in all PCBW email campaigns as "Bronze Sponsor" with name only
  - 1 Facebook post and 1 Twitter mention stating Bronze sponsorship level



## SUPPORTER

**\$250**

- 1 PCBW Sponsor T-Shirt
- Small linked logo placement on PittsburghCraftBeerWeek.com sponsors page
- Small logo and name placement in PCBW Printed Guide sponsors section
- Name listed in PCBW mobile app for iOS and Android
- 10% off additional advertisements in PCBW Printed Guide
- 1 Facebook post and 1 Twitter mention stating Bronze sponsorship level

## FESTIVAL SPONSORS

**\$(VARIES)**

*Do you run a nonprofit festival or event? Partner with Pittsburgh Craft Beer Week today*

*so we can help one another out and increase exposure for both your event and PCBW. Contact us at the info on the final page to learn more.*

*We can tailor a sponsorship package that works with your event so you get the most out of our relationship as possible.*

# 2017 SPONSORSHIP

