



BEER & SPIRITS

BREWS, BITES AND SO MUCH FUN... IT'S SCARY.

~ OCTOBER 26, 2024 • 1-5 P.M. ~

THE RIDGE, LAKE GENEVA WI

WWW.LGBEERFEST.COM



SPONSORSHIP LEVELS & BENEFITS

TICKETS GO ON SALE JULY 1 FOR THE LAKE GENEVA BEER & SPIRITS FESTIVAL.

YOUR BOO IS BACK! Resurrected from 2019, this popular one-day beer tasting event features unlimited samples from 40+ Midwest craft brewers. Our attendees are mostly visitors, often staying the entire weekend in Lake Geneva. The event is produced by the publishers of At the Lake magazine, which is used to publicize the event in print, online and on our social media channels.

This year's Halloween-themed event will be held at The Ridge Hotel. Many sponsorship opportunities are available that will promote your business before, during and after the festival. A limited number of tables are also available for businesses looking to showcase their food or retail items.

PRESENTING SPONSOR: \$2,500 (ONE AVAILABLE)

- Logo imprinted on all commemorative festival glasses (800) as Presenting Sponsor
- "Sponsored by ____" tagline in all radio ads on WGN
- Full page ad in Festival Guide
- Half page ad in At the Lake magazine
- 4 VIP tickets (*valued at \$320*)
- **PRIORITY PLACEMENT** of logo on all print ads, t-shirts, rack cards and e-blasts
- Logo, company description and website link on lgbeerfest.com
- Social media mentions and tagging
- 6-foot draped table for offering free product samples, swag or marketing materials



SIGNATURE SPONSOR: \$2,000 (ONE AVAILABLE)

- Logo imprinted on all regular admission wristbands (700) as Signature Sponsor
- "Sponsored by ____" tagline in all radio ads on WGN
- Full page ad in Festival Guide
- Half page ad in At the Lake magazine
- 4 VIP tickets (*valued at \$320*)
- **PRIORITY PLACEMENT** of logo on all print ads, t-shirts, rack cards and e-blasts
- Logo, company description and website link on lgbeerfest.com
- Social media mentions and tagging
- 6-foot draped table for offering free product samples, swag or marketing materials

DESIGNATED DRIVER SPONSOR: \$1,500 (ONE AVAILABLE)

- Logo imprinted on all commemorative Designated Driver Cups (100) as DD Sponsor
- Logo on event signage, online and in Festival Guide listing alternate transportation options
- "Sponsored by ____" tagline in all radio ads on WLKG
- Full page ad in Festival Guide + Half page ad in At the Lake magazine
- 4 VIP tickets (*valued at \$320*)
- Logo on all print ads, t-shirts, rack cards and e-blasts
- Logo, company description and website link on lgbeerfest.com
- Social media mentions and tagging
- 6-foot draped table for offering free product samples, swag or marketing materials



VIP SPONSOR: \$1,500 (ONE AVAILABLE)

- Logo imprinted on all commemorative stainless steel 16-ounce souvenir cups (100) as VIP Sponsor
- Logo on event signage, online and in Festival Guide as VIP Sponsor
- "Sponsored by ____" tagline in all radio ads on WLKG
- Full page ad in Festival Guide
- Half page ad in At the Lake magazine
- 4 VIP tickets (valued at \$320)
- Logo on all print ads, t-shirts, rack cards and e-blasts
- Logo, company description and website link on lgbeerfest.com
- Social media mentions and tagging
- 6-foot draped table for offering free product samples, swag or marketing materials



CONTRIBUTING SPONSOR: \$1,000

- Half page ad in Festival Guide
- Quarter page ad in At the Lake magazine
- 4 regular admission tickets (valued at \$240)
- Logo on all print ads, t-shirts, rack cards and e-blasts
- Logo, company description and website link on lgbeerfest.com
- Social media mentions and tagging
- 6-foot draped table for offering free product samples, swag or marketing materials



EVENT SPONSOR: \$500

- Half page ad in Festival Guide
- 2 regular admission tickets (valued at \$120)
- Logo on all print ads, t-shirts, rack cards and e-blasts
- Logo, company description and website link on lgbeerfest.com
- Social media mentions and tagging
- 6-foot draped table for offering free product samples, swag or marketing materials

FIRKIN FOOD SPONSOR: \$350

- Quarter page ad in Festival Guide
- Logo and link on website
- Logo, company description and website link on lgbeerfest.com
- Social media mentions and tagging
- 6-foot draped table for offering free product samples, swag or marketing materials (*packaged products may be sold at table*)
- 2 commemorative tasting glasses for staff working the event



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**SPONSORSHIP AGREEMENT
OCTOBER 26, 2024
THE RIDGE HOTEL**

PLEASE RETURN THIS FORM TO RESERVE YOUR SPACE. THANK YOU!

FOR QUESTIONS, PLEASE CALL ASHLEY AT 262-215-0162 OR SEND AN E-MAIL TO AND@NTMEDIAGROUP.COM

PLEASE SELECT SPONSORSHIP PACKAGES PARTICIPATION LEVEL

- Presenting Sponsor \$2,500
- Signature Sponsor \$2,000
- Designated Driver Sponsor \$1,500
- VIP Sponsor \$1,500
- Contributing Sponsor \$1,000
- Event Sponsor \$500
- Firkin Food Sponsor \$350

**BACK BY POPULAR DEMAND:
SHOW GUIDE ADS!**

SHOW GUIDE ADS ONLY:

- 1/2 page \$225
- 1/4 page \$175



SPONSOR INFORMATION

COMPANY NAME: _____

CONTACT NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

FOR THE WEB SITE AND SHOW GUIDE LISTING

COMPANY NAME: _____

PHONE: _____ WEB SITE: _____

PAYMENT

CHECK ENCLOSED (MAIL TO NEI-TURNER MEDIA GROUP, INC.; 400 BROAD STREET, UNIT D, LAKE GENEVA, WI 53147)

CREDIT CARD (MC or VISA): CARDHOLDER NAME: _____

NUMBER: _____ EXP DATE: _____ SEC CODE: _____

IF BILLING ADDRESS IS DIFFERENT FROM ABOVE, PLEASE ADD: _____

PLEASE SEND ME AN INVOICE FOR PAYMENT BY SEPTEMBER 1, 2024.

AUTHORIZED SIGNATURE: _____ DATE: _____

**SIGNATURE DENOTES ACCEPTANCE OF TERMS AND CONDITIONS STATED BELOW*

By signing this agreement Vendor agrees to indemnify Nei-Turner Media Group, Inc., The Ridge Hotel, any sponsors of Beer & Spirits, and their officers, employees, agents, representatives, and volunteers, and any organization involved with the production of Beer & Spirits and will hold each of them harmless from any and all actions, damages, and claims, to persons or property, penalties, obligations, liabilities or attorney's fees that may be asserted or claims by any person, firm, entity, corporation, political subdivision or other organization arising out of any negligent or intentional tortuous acts, errors or omissions of vendor, its agents, employees, sub-contractors, or invitees, provided for herein and arising out of the performance of this agreement. **PAYMENT TERMS:** Non-refundable payment is due by Sept. 1, 2024. **ACCEPTANCE:** Nei-Turner Media Group, Inc. reserves the right to alter or reject any application, which is not in keeping with Beer & Spirits theme and standards.