

*18th Annual*

SWIRCA

BREW  
FEST

PRESENTED BY

**AARP**<sup>®</sup>  
Indiana

THE BEER FESTIVAL WITH A PURPOSE

SATURDAY, SEPTEMBER 17, 2022  
WEST SIDE LIBRARY PARK  
FRANKLIN STREET

2022 PROPOSAL

# SWIRCA & More

SWIRCA is the area expert on aging; helping seniors and those living with disabilities find, evaluate, and receive the resources and services they need to stay active, healthy, and independent at home. We help older adults navigate the complexities of accessing in-home and community-based services and long-term care.

Our clients count on us as trusted advocates to help them engage the full spectrum of life-sustaining services for themselves and their caregivers.

By supporting Brewfest, your organization will help  
SWIRCA to provide:

Accurate, free, and unbiased options and answers about public and private programs and services

Care plans for in-home services for seniors and those living with disabilities

Hot, nutritious meals through neighborhood lunch sites and home delivered routes

Senior transportation services and discount travel vouchers

Caregiver support and family resources

Home accessibility assessments and advise on home modifications

Successful transition from hospital or care facility to home

Educational and wellness activities through our Senior Center

Elder friendly communities



[www.swirca.org](http://www.swirca.org)



# What makes us Stand out

**More Breweries** - We are Indiana's second largest beer festival! We have more breweries who take part in our Brewfest compared to other festivals in southern Indiana.

**Wine, Spirits, and Food** - We offer a little bit of everything at our craft beer festival. Patrons will have the opportunity to enjoy spirit and wine samples and a variety of food options from local restaurants and food trucks. VIP ticket holders will receive extra perks including food vouchers, swag bag, VIP line for select vendors, and so much more!

**Location** - We are changing things up this year and moving our festival to Evansville's West Side Library Park on Franklin Street! This picturesque park is the location for one of Evansville's two Carnegie Libraries and is in the heart of the Franklin Street business district!

**Charity** - All proceeds from the event will go to support SWIRCA.

**Longevity** - 2022 will be our 18th year hosting the SWIRCA Brewfest - our event has become a **long standing Evansville tradition**.

## Why participate?

**Tax-deductible** - Our main purpose is to raise money for seniors, those living with disabilities, and caregivers in Southwestern Indiana. Your donation is tax-deductible.

**Exposure** - 3,000 expected guests. This event reaches the coveted age demographic of 21-45 year old's.

**Marketing and Media Opportunities** - We will be conducting a full-scale marketing push including radio, television, social media, print and outdoor advertising, digital, and much more.

**Full benefits package** for sponsoring organizations including VIP, SIP, and General Admission tickets, vendor tables, night of event exposure, company recognition, and volunteer opportunities.



# SPONSORSHIP LEVELS

Title Sponsor \$10,000

*Reserved*

- Event Naming Rights – “SWIRCA Brewfest 2022 presented by "Company Logo"”
- 10 VIP Tickets
- 16 General Admission Tickets
- Logo on printed and online e-tickets (if secured by April 2022)
- Full-color logo placed on all printed and online marketing materials and television commercials
- Multiple weekly mentions on radio advertising spots (We do an 8 week, high frequency commercial schedule)
- 4.25 x 2.75" ad on Festival Map
- Promotional video featuring company on event webpage and social media platforms
- Public Acknowledgment during the event
- Vendor tent at event - Prime location – no larger than 20x20
- Logo on electronic billboard during event
- Large company logo featured at the top on volunteer t-shirts
- Ability to hang banners during the event
- Recognition on SWIRCA's Facebook, Twitter, YouTube, and Instagram platforms
- First rights of refusal for the following year

Liquor Locker at  
2019 Brewfest Event



# Glass Sponsor \$7,500

*Only one available*

- Company logo featured on all souvenir glasses
- 8 VIP Tickets
- 14 General Admission Tickets
- 2x2" ad on Festival Map
- Vendor Tent - Prime Location - no larger than 20x20
- Logo on electronic board during event
- Large company logo featured at the top of volunteer t-shirts
- Ability to hang banner during the event
- Full-color logo on select print and online marketing materials
- Recognition on SWIRCA's Facebook, Twitter, and Instagram platforms
- Premium recognition on SWIRCA's Website
- Public acknowledgment during the event
- First rights of refusal for the following year



*Only one available*

# VIP Sponsor \$6,250

- 12 VIP Tickets
- 8 General Admission Tickets
- Full Color Logo printed on VIP Tickets
- Corporate banners placed on VIP tent
- 2x2" ad on Festival Map
- Vendor Table at event - Prime Location

- Logo on electronic board during event
- Company logo featured on volunteer t-shirts
- Full-color logo on select print and online marketing materials
- Recognition on SWIRCA's Facebook, Twitter, and Instagram platforms
- Premium recognition on SWIRCA's Website
- Public acknowledgment during the event
- First rights of refusal for the following year

# Platinum Tap \$5,000

- 6 VIP Tickets
- 12 General Admission Tickets
- 2x2" ad on Festival Map
- Company table placed next to craft beer vendor of your choice for maximum exposure and interaction
- Company logo featured on volunteer t-shirts and electronic board
- Ability to hang banner during the event
- Full-color logo on select print and online marketing materials
- Recognition on SWIRCA's Facebook, Twitter, and Instagram platforms
- Recognition on SWIRCA's Website
- Emcee mention during the event



# Entertainment Sponsor \$4,000

*Only one available*

- 4 VIP Tickets
- 12 General Admission Tickets
- Company banner prominently placed on main stage
- Introduce band before performance
- Logo on electronic board during event
- Logo featured on Festival Map
- Vendor Table at event
- Company logo prominently featured on volunteer t-shirts
- Recognition on SWIRCA's Facebook, Twitter, and Instagram
- Recognition on SWIRCA's Website
- First rights for refusal for the following year



# Wine Tent Sponsor \$3,000

**Reserved**

- 4 VIP Tickets
- 10 General Admission Tickets
- Aid in the selection of wines to be sampled
- Company banner prominently placed on Wine Tent
- Vendor Table at event
- Company logo prominently featured on volunteer t-shirts
- Logo featured on Festival Map and electronic board
- Recognition on SWIRCA's Facebook, Twitter, and Instagram
- Recognition on SWIRCA's Website
- First rights of refusal for the following year



# T-Shirt Sponsor \$2,500

**Reserved**

- 10 General Admission Tickets
- Company logo prominently featured on sleeve of the volunteer t-shirts
- Logo on Festival Map and electronic board
- Vendor Table at event
- Ability to hang banner during the event
- Recognition on SWIRCA's Facebook, Twitter, and Instagram
- Recognition on SWIRCA's Website
- First rights of refusal for the following year



# Gold Tap \$2,500

- 4 VIP Tickets
- 10 General Admission Tickets
- Logo on Festival Map and electronic board
- Vendor Table at event
- Ability to hang banner during the event
- Company logo featured on volunteer t-shirts
- Recognition on SWIRCA's Facebook, Twitter, and Instagram
- Recognition on SWIRCA's Website



*Only one available*

# Water Sponsor \$1,500

*This can also be an in-kind sponsorship*

- 2 VIP Tickets
- 8 General Admission Tickets
- Logo on Festival Map and electronic board
- Vendor Table at event
- Company logo featured on volunteer t-shirts



- Ability to hang banner during the event
- Recognition on SWIRCA's Facebook, Twitter, and Instagram
- Recognition on SWIRCA's Website
- First rights of refusal for the following year

# Silver Tap \$1,000

- 8 General Admission Tickets
- Logo on festival map and electronic board
- Vendor table at event
- Company logo featured on volunteer t-shirts
- Ability to hang banner during the event
- Recognition on SWIRCA's Facebook, Twitter, and Instagram
- Recognition on SWIRCA's Website



# Bronze Tap \$500

- 4 General Admission Tickets
- Name featured on event map

*Contact Us About*

## SPONSOR VOLUNTEER INCENTIVES

Increase your sponsorship level and benefits package by helping to recruit Brewfest volunteers!

*Want to see our full marketing plan for Brewfest and how you can be a part of it?*

Email [mspencer@swirca.org](mailto:mspencer@swirca.org) to learn more!

### LOGO REQUIREMENTS

- B&W or Full Color
- Transparent Background
- Vector Format in JPG
- Pixel Format in GIF or TIF
- Resolution 300dpi or Higher

### AD DESCRIPTION

## 2X2 AD

- B&W
- Pixel Format in GIF or TIF
- Resolution 300dpi or Higher

### SUGGESTED ITEMS TO BRING FOR VENDOR TABLE

Tablecloth, sign or banner, pamphlets, props or displays, business cards, food, and giveaways such as pens, pretzel necklaces, koozies, notepads, beads, etc. Not permitted: alcohol or glassware. If you have questions, please email or call.



# Commitment Form

Please choose your sponsorship level from the options below

- Reserved** Title Sponsor \$10,000
- \_\_\_\_\_ Glass Sponsor \$7,500
- \_\_\_\_\_ VIP Tent Sponsor \$6,250
- \_\_\_\_\_ Platinum Tap Sponsor \$5,000
- \_\_\_\_\_ Entertainment Sponsor \$4,000
- Reserved** Wine Sponsor \$3,000
- \_\_\_\_\_ Gold Tap Sponsor \$2,500
- Reserved** T-Shirt Sponsor \$2,500
- \_\_\_\_\_ Water Sponsor \$1,500
- \_\_\_\_\_ Silver Tap Sponsor \$1,000
- \_\_\_\_\_ Bronze Tap Sponsor \$500



## Your Information

Please complete the following information and return to SWIRCA & More by email to [rlechner@swirca.org](mailto:rlechner@swirca.org), fax 812-464-7811 or by mail to 16 W. Virginia Street, Evansville, IN 47710, Attn: Development. Thank you!

\_\_\_\_\_ Check is enclosed (Please make checks payable to SWIRCA & More). Please send payment 30 days prior to the event.

\_\_\_\_\_ Please send invoice. (If you have invoicing requirements, please contact our office to make arrangements.)

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Please email all ads and logos to [rlechner@swirca.org](mailto:rlechner@swirca.org).

# Marketing Plan

We utilize various mediums and media outlets to help raise awareness and promote ticket sales for Brewfest. Our marketing strategy includes, but is not limited to, the following:

**Media Partners** - we will partner with local television and radio stations to help promote the event through on-air promotions, live remotes, digital ads, online content, and commercials.

**Print Media** - including magazine ads, posters, flyers, coasters, and static and electronic outdoor billboards. We can even design and print an exclusive poster for your business to display at your location.

**Social Media** - targeted online ads via Facebook, Twitter, Instagram, and YouTube



**Streaming and Location Based Marketing** - we work with Solterra Marketing Evansville to aid us in geofencing techniques to reach a wide audience. We also will be working with area vendors and sponsors to showcase online video content.

**Public Relations** - we attend other local events and festivals to help spread the word about Brewfest and promote ticket sales. Press releases and media alerts are sent out to promote the event and participating sponsors.

**Brewfest Team** - volunteers and supporters help to distribute posters, flyers, and coasters to breweries, bars, restaurants, and local organizations throughout the tristate area.

**SWIRCA Website** - a list of all sponsors, breweries, and vendors are listed on the Brewfest page of the SWIRCA website to let patrons know who is supporting and attending the event.

# Posters/Flyers

SWIRCA.ORG/BREWFEEST

**THE BEER FESTIVAL WITH A PURPOSE**

DRINK BEER, HELP SENIORS

Unlimited Beer & Wine Samples  
Spirit Samples  
Music | Food

Safe Rides home sponsored by

**17TH ANNUAL**

**BREW FEEST**

**OCT 16 21**

**BOSSE FIELD**  
23 Don Mattingly Way  
Evansville, IN

**6-9 PM**

**\$70** VIP 5-9pm + Perks  
**\$50** SIP 5-9pm  
**\$35** GENERAL ADMISSION  
**\$10** DESIGNATED DRIVER

LOWNSQUARE LIQUOR Looker 44News REYES AARP

# Print Media

17th Annual SWIRCA & More *Beer me.* THE BEER FESTIVAL WITH A PURPOSE. DRINK BEER. HELP SENIORS.

**OCT. 16 2021**  
6-9pm

**@ BOSSE FIELD**  
23 Don Mattingly Way, Evansville, IN

UNLIMITED BEER & WINE SAMPLES  
SPIRIT SAMPLES

FOOD  
YARD GAMES  
SOUVENIR TASTING GLASS



## BOSSE FIELD

23 N Main St. Evansville, IN 47711

# Video



## Beer me.

SWIRCA.org/Brewfest

Unlimited beer & wine samples  
FOOD SAMPLES  
**YARD GAMES**  
**6:00 PM - 9:00 PM**

LIVE MUSIC

Spirit Samples | Souvenir Tasting Glass

# T-Shirts

**VolunBEER**

Cascade SWIRCA & More

AARP Indiana LIQUOR Looker lownsquare

MORSAICHI 0000ICANA THE DIAMOND OF GALLERIA

German American OLD FASHIONED BARBER J.P. GARDNER

BEHIND BKD BROWN JESSICA PETERSON

LOWNSQUARE BBI FISH & CHIPS JESSICA verizon

PRHAM PENSKE nick nackery YB

Safe rides sponsored by

SWIRCA | FINANCIAL STREET ACCOUNTING SOLUTIONS | ANNUAL | COMMERCIAL BANK  
MELINDA LANEY DAVIS | AUC CONSULTING | BEHAVIORAL | VEE COMMUNICATIONS | 99% 357  
ANN SHIN | HOPKINS EQUIPMENT | DOWNS PRO LAWN CARE | MATHIAS OF INDIANA | SHUTTS, CANNON & CHAPMAN  
WINDY CLOTHING SYSTEMS, INC. | TWICE THE SEX | KERRY VONKAT | CBS | HP SOLUTIONS

SEPT 28 2019

Two beer glasses clinking.

# Billboard

17TH ANNUAL THE BEER FESTIVAL WITH A PURPOSE

**SWIRCA BREWFEEST**

**10.16.21** BOSSE FIELD  
6-9 PM

SWIRCA.ORG/BREWFEEST

**VIP: \$70**

Extra hour of tasting  
VIP Parking  
VIP Entrance Line  
Exclusive VIP area with special food & private bar.

**#SWIRCABrewfest**

**SIP: \$55** Includes an extra hour of tasting!

**General Admission: \$40**

# Coasters

17TH ANNUAL SWIRCA

**10 BREW FEEST 16 2021**

SWIRCA.ORG/BREWFEEST

# Social Media

COVID-19 Hangover Special

**\$25** GENERAL ADMISSION  
MAY 1 - JUNE 30

**\$45** SIP TICKETS

**\$70** VIP TICKETS  
**\$10** DD TICKETS

DRINK BEER, HELP SENIORS

17TH ANNUAL SWIRCA & More **BREW FEEST**

**OCT 16 21**  
6-9PM  
BOSSE FIELD  
Evansville, IN

THE BEER FESTIVAL WITH A PURPOSE  
812-464-7800

SWIRCA.ORG/BREWFEEST

LOOK WHO JUST RSVP'D

**mom water**

**10.16.21**

**HAPPY INTERNATIONAL BEER DAY** 6 AUGUST

Like me. Share me.

**BREW FEEST**  
10.16.21