

19th Annual

SWIRCA

**BREW
FEST**

**THE BEER
FESTIVAL WITH
A PURPOSE**

**SATURDAY, SEPTEMBER 16, 2023
WEST SIDE LIBRARY PARK
FRANKLIN STREET**

2023 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



What makes us Stand out?

More Breweries - We are Southern Indiana's largest beer festival! Craft breweries from all over the country and home brewers take part in our festival year after year.

Wine, Spirits, and Food - We offer a little bit of everything at our craft beer festival. Patrons will also 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 early entrance, exclusive restrooms, specialty drinks, and more!

Location - 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! It is also home to the Franklin Street Bazaar and the West Side Nut Club Fall Festival.

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

Longevity - 2023 will be our 19th 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 (cash or in-kind) is tax-deductible.

Exposure - 3,000 expected guests. This event reaches the coveted age demographic of 25-65 year old's.

Marketing and Media Opportunities - We conduct a multi-channel marketing campaign including radio, television, social media, digital, print, and outdoor advertising.

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



SPONSORSHIP LEVELS

Title Sponsor \$10,000

- Event Naming Rights – "SWIRCA Brewfest 2023 presented by "Company Logo"
- 12 VIP Tickets
- 16 General Admission Tickets
- Logo on printed and online e-tickets (if secured by May 2023)
- Full-color logo placed on printed and online marketing materials
- Full-color logo and mentions on television commercials (two different stations)
- Multiple weekly mentions on radio advertising spots (We do an 8 week, high frequency commercial schedule on four stations)
- 4.25 x 2.75" ad on Festival Map
- Promotional video featuring company on event webpage and social media platforms
- Mention and link to Company website in post-event e-mail to event attendees and post-event social media thank you posts
- Public Acknowledgment during the event
- Vendor tent at event - Location of Choice
- 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
- Monthly sponsor table in SWIRCA's Activity and Wellness Center for 12 months
- First rights of refusal for the following year

2022 Brewfest Title Sponsor - AARP



Glass Sponsor \$6,000

- Company logo featured on all souvenir tasting glasses
- Help select the sample tasting glass
- 10 VIP Tickets
- 14 General Admission Tickets
- 2x2" ad on Festival Map
- Vendor Tent - Location of Choice
- Large company logo featured near the top of volunteer t-shirts
- Ability to hang banner during the event
- Full-color logo on select print and online marketing materials.
- Logo placed on Television Commercials
- 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

Reserved



Reserved

VIP Sponsor \$5,000

- 12 VIP Tickets
- 8 General Admission Tickets
- Full Color Logo on VIP printed and online e-tickets (Secured by May 2023)
- Corporate banners placed in VIP area
- 2x2" ad on Festival Map
- Vendor Table at event - Prime Location



- 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 \$4,000

- 6 VIP Tickets
- 12 General Admission Tickets
- Large Logo on Festival Map
- Vendor table placed near general admission entrance for maximum exposure and interaction
- Company logo featured on 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
- Recognition on SWIRCA's Website
- Emcee mention during the event



Spirits Tent Sponsor \$3,000 Reserved

- 4 VIP Tickets
- 10 General Admission Tickets
- Company banner prominently placed on Spirits Tent
- Logo featured on Festival Map
- Vendor table next to Spirits Tent for great guest interaction
- 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 near Wine Tent for great guest exposure
- Company logo prominently featured on volunteer t-shirts
- Logo featured on Festival Map
- 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

- 10 General Admission Tickets
- Company logo prominently featured on sleeve of the volunteer t-shirts
- Logo on Festival Map
- 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

Reserved



Gold Tap \$1,500

- 2 VIP Tickets
- 10 General Admission Tickets
- Logo on Festival Map
- 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



Silver Tap \$1,000

- 8 General Admission Tickets
- Logo on festival map
- 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!

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

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



Thank you for your support!

Your Information

Please complete the following information and return to SWIRCA & More by email to rlechner@swirca.org 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.

Marketing Plan

We execute a detailed, multi-channel marketing strategy to help raise awareness and promote ticket sales for Brewfest. Our marketing strategy includes, but is not limited to, the following:

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

Print Media - including magazine ads, posters, 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 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



Print Media



BOSSE FIELD

28 N Main St. Evansville, IN 47711

Video



T-Shirts



Billboard



Coasters



Social Media

