

Snack Town Brewfest

The Snack Town Brewfest brings together Hanover's love of craft beer and snack foods. The day-long event features craft beer and wine vendors, snack foods and bands. Ticket sales are open to the public.

Presenting Sponsor - \$5,000 (limited to 2)

Includes 10 tickets; see additional breakdown below.

PRINT:

Presenting sponsors are featured in a promotional article in *Discover Hanover Magazine*, the premier advertising vehicle in the area. More than 20,000 copies will be distributed throughout PA, MD, and VA in 2018. Additionally, presenting sponsors receive logo placement on major billboards on Pennsylvania Route 30, Interstate 83, and Maryland Route 30. Logo placement for presenting sponsors also includes posters distributed throughout the Hanover Area, bi-fold program distributed during the event, and in most Snack Town Brewfest ads placed with local media.

WEB:

Presenting sponsors receive logo placement on general and event pages for Snack Town Brewfest on the Hanover Chamber website; features in weekly (February-June) "brewer update" Facebook posts, biweekly eBlasts (February-June) to 2000+ Chamber Members, and monthly eUpdates (February-June) to all past event attendees, brewers, and vendors, totaling more than 3000 people.

DAY-OF PUBLICITY:

Presenting sponsors receive a 10 x 20 tent during the Snack Town Brewfest event. This space provides a shady spot for the distribution of marketing materials, products, and promotional services. Presenting sponsors also receive a banner that will be prominently displayed on stage to be viewed by 3000+ attendees, plus company recognition during announcements throughout entirety of event.

VIP Sponsor - \$2,500 (limited to 5)

Includes 8 tickets; see additional breakdown below.

PRINT:

VIP sponsors are featured in a promotional article in *Discover Hanover Magazine*, the premier advertising vehicle in the area. More than 20,000 copies will be distributed throughout PA, MD, and VA in 2018. Additionally, VIP sponsors receive logo representation in the bi-fold program distributed during the event, as well as representation in most Snack Town Brewfest ads placed with local media.

WEB:

VIP sponsors receive logo placement on general and event pages for Snack Town Brewfest on the Hanover Chamber website. VIP sponsors are also featured in weekly (February-June) "brewer update" Facebook posts.

DAY-OF PUBLICITY:

VIP sponsors receive a 10 x 10 tent during the Snack Town Brewfest event. This space provides a shady spot for the distribution of marketing materials, products, and promotional services. VIP sponsors also receive a banner that will be displayed on stage to be viewed by 3000+ attendees, plus company recognition during announcements throughout entirety of event (including the exclusive VIP hour).

Supporting Sponsor - \$750 (unlimited availability)

Includes 6 tickets; see additional breakdown below.

PRINT:

Supporting sponsors receive logo representation in the bi-fold program distributed during the event.

DAY-OF PUBLICITY:

Supporting sponsors receive company recognition during announcements throughout entirety of event as well as logo placement on a sign in Good Field to be viewed by 3000+ attendees.

