



For updates on this event please visit us at:
www.wakefieldbeer.co.uk



w: wakefieldbeer.co.uk

e: contact@wakefieldbeer.co.uk

PARTNER OPPORTUNITIES

"BECOME A SPONSOR... DON'T MISS OUT!"

2018

LET US INTRODUCE OURSELVES...

We'd like to welcome you and your guests to the sixth Wakefield Festival of Beer and what we hope will be a beast of a beer festival.

Following the fabulous success of last year's event we're growing the event for 2018. Hosted in the brilliant Unity Hall, we'll be providing a wide range of 'Street Food', hosting more great bands and most importantly curating an even more diverse range of beer and ciders.

The success of the festival is dependent on sponsorship. Last year we raised just short of £7,500 for worthy causes. This year with your support we hope to raise £15,000 for local charities.

WHERE WE ALLOCATE THE PROCEEDS...

We have chosen three charities to benefit from this Festival of Beer. With your help we can really make a difference to these worthy causes!



ANDY'S MAN CLUB

A charity run exclusively by unpaid volunteers each day from central Halifax. Their aim is to halve the number of suicides in men under 45.



MS SOCIETY WAKEFIELD & DISTRICT GROUP

Provide support and friendship to all people with Multiple Sclerosis in the Wakefield and District area.



WAKEFIELD HOSPICE

Are committed to providing the highest level of symptom management and care for people who have advanced active, progressive and life threatening illness.

THE LOCATION

The sixth Wakefield Festival of Beer sees a return to Unity Works with a larger, more diverse range of beers than ever before. Located in the centre of Wakefield, Unity Works, will provide the home for around 100 beers and ciders and up to 700 guests per session on Friday 29th and Saturday 30th of June.

We'll be serving perfectly chilled cask and craft keg beers, particularly focusing on the best breweries. There really is 'something for everyone' with a large selection of fruit beers, the best of imported lagers, bottled beers and ciders and even a little wine and Prosecco.

BECOME INVOLVED AS A PARTNER...

Being a partner with Wakefield District Round Table in the staging of the annual Wakefield Festival of Beer can bring significant tangible and intangible benefits to sponsoring organisations.

In addition to the corporate hospitality, meeting and being seen with and by other businesses and the brand exposure opportunities afforded by the various sponsorship packages, your company name will be linked with a major fundraising event, which can only reflect positively on your business standing.

To make this event a monumental success the festival is looking for coverage in the local, regional and national press and radio, with additional publicity through the other local festivals.

We expect the event to be very popular and would like you to be part of it.

SESSIONS...

1 THURSDAY 28TH JUNE

Public Evening Session 5pm - 11pm

2 FRIDAY 29TH JUNE

Platinum, Gold, Silver & Bronze Sponsors Private Session 12pm - 5pm

3 FRIDAY 29TH JUNE

Public Afternoon Session 2pm - 5pm

4 FRIDAY 29TH JUNE

Public Evening Session 6pm - 11pm

5 SATURDAY 30TH JUNE

Public Afternoon Session 12pm - 5:30pm

6 SATURDAY 30TH JUNE

Public Evening Session pm - 11pm

SPONSORSHIP PACKAGES

THESE PACKAGES INCLUDE ENTRY INTO THE PRIVATE SPONSOR'S SESSION WITH FREE FOOD AND DRINK!

PLATINIUM PACKAGE £1500

- Name and brand one of our bars
- Your logo will feature on events T-shirts and beer glasses and advertising boards at the event
- Logo on festival website
- Full page advertisement in event programme in a premium position
- Re-name one of our beers and a barrel of beer for each of the sessions
- Concessions - free entry x 20 people to the private sponsor's session with **FREE FOOD AND DRINK!**

GOLD PACKAGE £800

- Logo on front of events T-shirts
- Logo on advertising boards at the event
- Logo on festival website
- Full page advertisement in event programme
- A barrel of beer sponsored for each of the sessions
- Concessions - free entry x 15 people to the private sponsor's session with **FREE FOOD AND DRINK!**

SILVER PACKAGE £400

- Logo on advertising boards at the event
- Logo on festival website
- Quarter page advertisement in event programme
- A barrel of beer sponsored for each of the sessions
- Concessions - free entry x 10 people to the private sponsor's session with **FREE FOOD AND DRINK!**

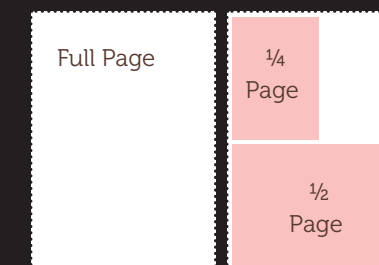
BRONZE PACKAGE £175

- Logo on advertising boards at the event
- Company name in event programme
- A barrel of beer sponsored for each of the sessions
- Concessions - free entry x 4 people to the private sponsor's session with **FREE FOOD AND DRINK!**

ADVERTISING OPPORTUNITIES...

- Full page Premium placement advertisement: £160*
- Full page advertisement: £120
- Half page advertisement: £70
- Quarter page advertisement: £40

Premium placements are the back page, the inside front page and the inside rear page



ADDITIONAL SPONSORSHIP...

BARREL SPONSORSHIP £100

- Company name in event programme alongside barrel
- A barrel of beer sponsored for each of the sessions
- Concessions - free entry x 4 people for any one public session

If you are interested in any of our sponsorship packages please email us at: contact@wakefieldbeer.co.uk