



SPONSORSHIP OPPORTUNITIES 2020

Contact:

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Director

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ST GEORGE'S HALL BEER FESTIVAL 2020

Venue: St Georges Hall, Liverpool

Dates: Thursday 24th September – Saturday 26th September 2020

Expected Attendees: 4,000 – 5,000

Description: St Georges Hall, at the heart of Liverpool's St George's Quarter and directly opposite Lime Street Station, plays host biannually to Merseyside's largest beer festival. With an excess of 200 real ales and ciders, draught Budvar and wines, along with a stunning gin bar, in addition to the magnificent surroundings of St Georges Hall this is an event not to be missed.

HEADLINE SPONSORSHIP

Cost: £5,000 + VAT

- Access for 200 guests on Thursday 24th September 16:00 – 18:00 with unlimited complimentary drinks (real ales*, ciders and wines).
- Complimentary buffet for you and your guests
- Full colour 300cm x 60cm banner in the main festival hall.
- Double page advertising space in festival programme.
- Company logo printed on all festival T-shirts.
- Company logo etched onto all festival glasses.
- Company logo to be present on marketing activities associated with the festival.
- Dedicated Event Sponsorship manager.

Marketing Activities

- Agreed social media outputs.
- Opportunity to run competition in programme and social media.
- E-blast to RAE directory of over 12,400 announcing Headline Sponsorship.
- Included in any relevant future press releases (from date of contract signing).

ASSOCIATE SPONSORSHIP

Cost: £500 + VAT

- Access for 20 guests on Thursday 24th September 16:00 – 18:00 with unlimited complimentary drinks (real ales*, ciders and wines).complimentary drinks (real ales*, ciders and wines).
- Complimentary buffet for you and your guests
- Full colour 300cm x 60cm banner in the main festival hall.
- 1-page advertising space in festival programme.
- Dedicated Event Sponsorship Manager.
- Any additional guests can be added for an extra £25 pp +vat/

Marketing Activities:

- Agreed Social Media outputs.
- E-blast to RAE directory of over 12,400 announcing Associate Sponsorship.

*excludes gold star beers

