



**WATERLOO BEER FESTIVAL
APRIL 2020
SPONSORSHIP
OPPORTUNITIES**

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WATERLOO BEER FESTIVAL – APRIL 2020

Venue: Old Christ Church, Waterloo

Dates: 23rd -25th April 2020

Expected Attendees: 2500 – 3,000

Description: Old Christ Church, our first and favourite venue – where it all started! A cosy event in a disused church in Waterloo, we offer a range of up to 150 real ales and ciders as well as indoor gin garden.

HEADLINE SPONSORSHIP

Cost: £2,200 + vat

- Access for 200 guests on Thursday 23rd April with unlimited complimentary drinks (real ales, ciders and wines).
- 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.

Marketing Activities

- Agreed social media outputs.
- Opportunity to run competition in programme and social media.
- E-blast to Real Ale Events directory of over 6,400 announcing Headline Sponsorship.
- Included in any relevant future press releases (from date of contract signing).

Total Marketing Reach: 50,000

ASSOCIATE SPONSORSHIP

Cost: £300 + vat

- Access for 20 guests on Thursday 23rd April with unlimited complimentary drinks (real ales, ciders and wines).
- Full colour 300cm x 60cm banner in the main festival hall.
- 1-page advertising space in festival programme.

Marketing Activities

- Agreed Social Media outputs.
- E-blast to Real Ale Events directory of over 6,400 announcing Associate Sponsorship.

Total Marketing Reach: 20,000

