



SPONSORSHIP OPPORTUNITIES 2020

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REAL ALE
EVENTS LTD

The logo for Real Ale Events Ltd consists of the company name in a bold, sans-serif font. Below the text is a graphic of six beer taps arranged in a row, each with a handle and a spout, set against a dark background.

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BOMBED OUT CHURCH, BEER & CIDER FESTIVAL TBC

Venue St Luke's Bomed Out Church

Dates Thursday 11th – Sunday 14th April 2020

Expected Attendees 3,500 – 4,000

Description St Luke's Bomed Out Church is a former Anglican parish church which was badly damaged during the Liverpool blitz in 1941, its ruins stand in the heart of Liverpool on the corner of Berry Street and Leece Street. After restoration, the roofless church operates as a venue for exhibitions and events. The iconic building It has been listed as a Grade II* which stands as a testament to history and to the spirit of Liverpool.

Up to 150 beers and 50 ciders, in addition to the magnificent surroundings of St Luke's Bomed Out Church, this is an event not to miss.

Headline Sponsorship

Cost: £3,000 + VAT

- Access for 200 guests on Thursday TBC 16:00 – 18:00 with unlimited complimentary beers, ciders and wines
- Full colour 300cm x 60cm banner in the main festival bar area
- Double page advertising space in festival programme
- Company logos printed on all festival T-shirts
- Company logos 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 9,000 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 TBC 16:00 – 18:00 with unlimited complimentary beers, ciders and wines
- Full colour 300cm x 60cm banner in the main festival hall
- 1-page advertising space in festival programme
- Dedicated event sponsorship manager

Marketing Activities:

- Agreed social media outputs
- E-blast to RAE directory of over 9,000 announcing associate sponsorship

