

SPONSORSHIP OPPORTUNITIES

17th Annual Mammoth Festival of Beers & Bluesapalooza
August 3–5, 2012



Seeking solid promotional partnerships and sponsorships with the right organizations.

OUR BEGINNINGS

The Mammoth Festival of Beers and Bluesapalooza started 17 years ago in Mammoth Lakes, California, in the parking lot of Whiskey Creek Restaurant with just ten breweries and a handful of beer lovers. With BBQ ribs on the grill and a local garage band playing from the roof of the restaurant, it was a fun beginning! The idea behind the event was simple—have some fun and introduce Mammoth to the joys of handcrafted beers. The second year we threw in some real blues and a lot more breweries and we've never looked back. From these humble beginnings, the festival is now recognized as one of the best beer and blues festivals in the United States. FUN has always been our top priority!

EVENT HIGHLIGHTS

17th Annual Mammoth Festival of Beers & Bluesapalooza – August 3 - August 5, 2012

Expected/Historical Attendance: 5,500+ people

Participating Microbreweries: 65

Participating Vendors: 25

The event takes place outdoors among the pines in Mammoth Lakes, a beautiful mountain resort located near Yosemite National Park in the cool Eastern High Sierra off Highway 395. Best known as a world-class ski resort, it is also home to world-class golf courses, mountain biking, fishing and hiking, as well as wonderful restaurants and resort facilities. Visitors come from all over the world to Mammoth but primarily from Northern and Southern California markets.

This is Mammoth's most talked about summer event and showcases over 65 craft breweries and a variety of blues performers from around the country. The Grand Tasting features the most sought-after craft breweries such as Mammoth Brewing Company (sponsor of the event), Sierra Nevada, Mendocino, Bear Republic, Stone, Anderson Valley, New Belgium, Ballast Point, Firestone-Walker, Deschutes, San Diego, Alaskan, Santa Cruz Mountain Brewing, Kona, Samuel Adams, Widmer, Russian River and many more. Visitors sample ales, lagers and stouts while listening to an eclectic mix of blues performers from around the world. Visit our website for more details: www.mammothbluesbrewsfest.com

HOW THE EVENT IS PROMOTED

After 17 years, the event has built up a loyal following of returning participants and word-of-mouth advertising leading to sell out numbers each year. In addition to solid historical attendance, we market through the following channels:

- Direct Mail
- Email blasts/E-Ads to targeted recipients
- Blues Festival Guides
- Posters/Rack Cards at select locations, breweries, and direct distribution
- Radio and Print advertising in targeted markets
- Ticket presale locations and websites
- Related websites and e-Banners
- Banner Ads
- Event website, social networking sites, and traffic facts: www.MammothBluesBrewsFest.com
- Press Releases distributed to statewide media

17th Annual Mammoth Festival of Beers and Bluesapalooza - Sponsorship Levels

The festival provides long term exposure for promotional partners through marketing, advertising, publicity, face-to-face interaction and product sampling as well as involvement in a variety of other promotions and event attractions. All event sponsorship agreements are one-year terms. Please note: package benefits are subject to change.

Major Sponsors \$6,500

The Festival provides:

- Logo placement on event-related advertising, program materials, and banner ad on web pages on www.mammothbluesbrewsfest.com
- 1/2 page Ad in event program
- Four (4) banners (partner to provide banners; banner size TBD)
- One (1) 10' x 10' booth space
- Link from the www.mammothbluesbrewsfest.com website
- Product Sampling (if applicable)
- Six (6) complimentary three day passes
- Two (2) backstage passes

Supporting Sponsors \$3,000

The Festival provides:

- Logo placement in program materials and on event-specific web pages on www.mammothbluesbrewsfest.com
- 1/4 page ad in event program
- Link from the www.mammothbluesbrewsfest.com website
- Two (2) banners (partner to provide banner; banner size TBD)
- Four (4) complimentary three day passes

Community Sponsors \$1,500

The Festival provides:

- Logo placement in program materials and on event-specific web pages on www.mammothbluesbrewsfest.com
- One (1) banner (partner to provide banner; banner size TBD)
- Two (2) complimentary three day passes

Friends of the Festival Sponsors \$750

- Name listing in program materials and on event-specific web pages on www.mammothbluesbrewsfest.com
- One (1) complimentary three day pass

FOR MORE INFORMATION

For specific information on sponsorship opportunities, please contact Jim Vanko at 888-285-5893 ext. 2 or jim@harvestmoonpresents.com
Visit www.MammothBluesBrewsFest.com.

Let us tailor a sponsorship program for your organization!