



The 2018 Hop Blossom Craft Beer Festival

will be held on the Old Town Winchester Walking Mall on Saturday, June 9, 2018 from 12PM to 6PM. We anticipate over 3,500 beer lovers from all over the Shenandoah Valley, Northern Virginia and Washington DC will attend.

The goal of the Hop Blossom Craft Beer Festival is to introduce craft beer selections to attendees who are eager to try and learn more about craft beer in an effort to establish a craft beer culture in Winchester.

Marketing and promotional considerations will include advertising not only in the local market, but also into Loudoun County, Northern Virginia and DC area. The event will also be aggressively promoted via digital outlets like email, Facebook, Twitter and online community and beer enthusiast calendars.

All proceeds from the event will benefit GoodDogz.org, a 501(c)3 animal welfare nonprofit supporting the responsible rehoming of homeless dogs in the local and metro DC area.

Event Sponsor (One Sponsor) \$5000.00

SPONSORSHIP BENEFITS INCLUDE:

- One 10x10 Exhibitor Booth
- 10 VIP Tickets
 - 10 T-Shirts
 - Access to Exclusive VIP Area with Catered Lunch and Premium Port-O-Lets
- Complimentary Invitation for Two to our Reception on Friday Night in the Taylor Pavilion.
- Your Logo in Event Program
- Your Logo on Event Signage
- Your Logo in Print Advertising
- Your Logo on Event T-Shirts
- Your Logo and Link on Event Website
- Radio Mentions Associated with the Event on Radio Campaigns



Premium Sponsorship (Five Sponsors) \$2500.00

SPONSORSHIP BENEFITS INCLUDE:

- One 10x10 Exhibitor Booth
- 5 VIP Tickets
 - 5 T-Shirts
 - Access to Exclusive VIP Area with Catered Lunch and Premium Port-O-Lets
- Complimentary Invitation for Two to our Reception on Friday Night in the Taylor Pavilion.
- Your Logo in Event Program
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Supporting Sponsor (Unlimited – Cash or In-Kind) \$1000.00

SPONSORSHIP BENEFITS INCLUDE:

- 2 VIP Tickets
 - 2 T-Shirts
 - Access to Exclusive VIP Area with Catered Lunch and Premium Port-O-Lets
- Your Logo in Event Program
- Your Logo on Event Signage
- Your Logo in Print Advertising
- Your Logo on Event T-Shirts
- Your Logo and Link on Event Website

Sponsorship contracts and payment must be received by April 7, 2018. Make checks payable to GoodDogz.org. Please mail to: Web Strategies, Attn: Hop Blossom, 124 Amherst Street, Winchester, VA 22601.

If you are interested in becoming a sponsor of the 2018 Hop Blossom Craft Beer Festival, please contact us at cheers@hopblossom.com or call 540.409.5252.

Thanks for your support!