

# SPONSORSHIP GUIDE

# MILLVALE



SAT 13 AUG

MILLVALE RIVERFRONT PARK

FOOD MUSIC GLASS

FIRST SESSION 1 - 4

\$30 ADVANCE \$35 EVENT DAY

2ND SESSION 5 - 8

\$35 ADVANCE \$40 EVENT DAY



FOOD ONLY  
\$12 ADVANCE  
\$15 EVENT DAY  
MILLVALEPA.COM  
412.821.2777

# BREW FIFTH ANNUAL FEST

PROCEEDS TO HELP STABILIZE, REVITALIZE AND REJUVENATE MILLVALE'S NEIGHBORHOODS, THROUGH THE DEVELOPMENT OF HOUSING AND BUSINESSES.

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## Sponsorship Levels

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<b>PILSNER</b>	<b>\$250</b>
<b>IPA</b>	<b>\$500</b>
<b>BOCK</b>	<b>\$1,500</b>
<b>BARLEY WINE</b>	<b>3,000</b>

## Special Sponsorships

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<b>MUSIC</b>	<b>\$250</b>
<b>COASTERS</b>	<b>\$500</b>
<b>TASTER GLASS</b>	<b>\$1,500</b>
<b>T-SHIRTS</b>	<b>\$1,500</b>

## Fest Booklet Adds

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<b>Back Cover</b>	<b>\$250</b>
<b>Inside Front Cover</b>	<b>\$200</b>
<b>Full Page</b>	<b>\$150</b>
<b>Half Page</b>	<b>\$75</b>
<b>Business Card</b>	<b>\$35</b>

# About the BrewFest

The non-profit Millvale Borough Development Corporation (MBDC) is hosting their Fourth Annual Millvale BrewFest (MBF). The MBF is a showcase of craft and micro brewed beers. Held each summer on the second Saturday of August, the fest attracts hundreds of beer-loving and beer-buying men and women to the beautiful Millvale riverfront park. Award winning beers are enjoyed along with great food and music at this once a year event.



**Sponsors and advertisers can take full advantage of a demographic that is synonymous with the craft and micro beer consumer: young with disposable incomes.**

The MBF will feature two sessions, 1-4 PM or 5-8 PM. Tickets are sold separately for each session and will include beer, live entertainment, food, and a bottomless souvenir logo tasting glass. Ticket cost is Session 1; \$30 (advance) or \$35 (at the event); Session 2; \$35 (advance) or \$40 (at the event); designated drivers can purchase a food ticket for \$12 (advance) or \$15 (at the event). Bike or kayak to the festival and receive a free gift. Merchandise and other sundries are offered by various vendors on a pay-per-item basis. This years fest promises to be exciting and will be feature a few new surprises to keep our beer lovers happy and satisfied. Everyone leaves Millvale happy!

# Regarding the MBDC



The MBDC is charged with the responsibility of revitalizing Millvale. The MBDC has been in existence since 1999, their mission is to stabilize, revitalize and rejuvenate Millvale's neighborhoods, through the development of housing, businesses and skills of individuals. The MBDC recognizes the collaboration of the diverse talents and skills of people within the community as an integral part of the process.

Additionally, the MBDC sponsors numerous community building activities and projects including children's events and green economic revitalization.

Millvale was devastated by flooding from Hurricane Ivan in 2004 and is still recovering from the devastation. Monies raised will help the Nonprofit Millvale Borough Development Corporation fulfill their mission.

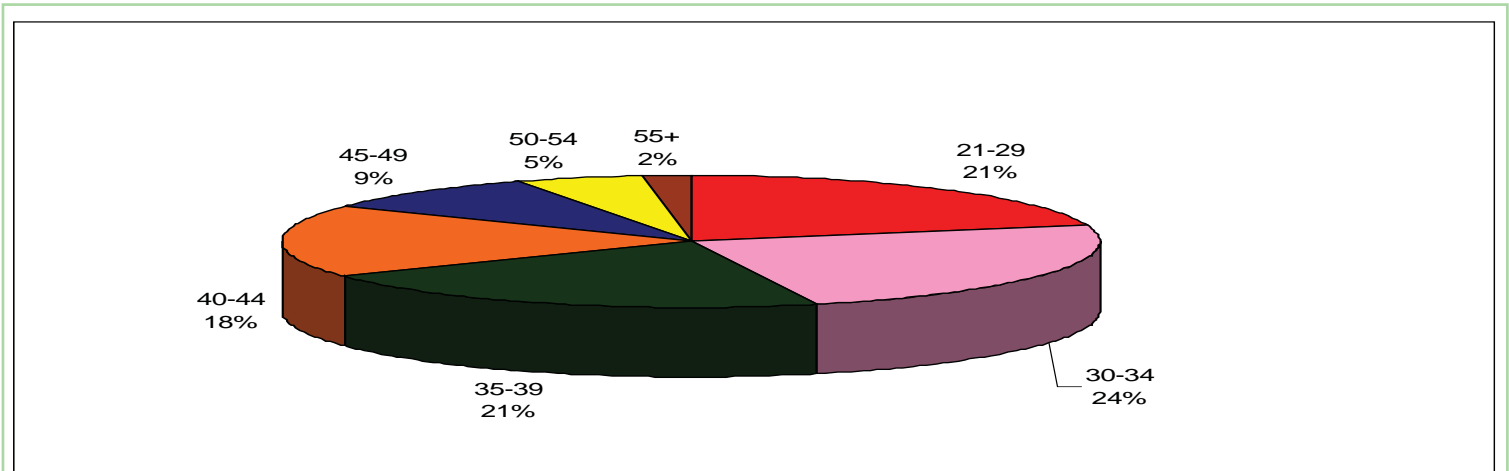
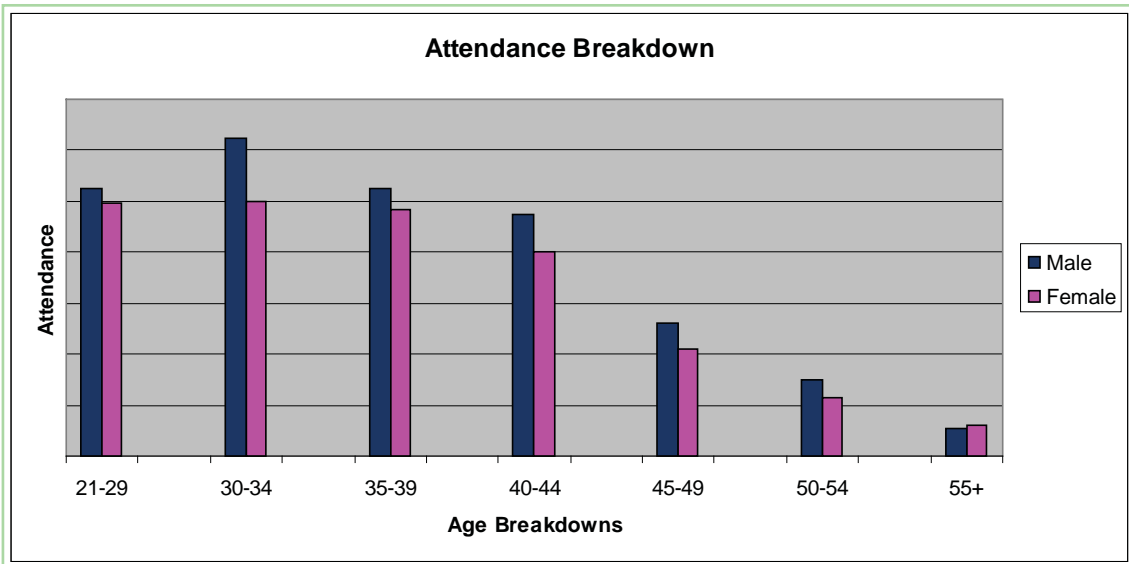


# Audience

The MBF targets both genders, 21 and older, with a love of great brew and good times!

The MBF has seen a 636.6% increase in ticket sales since 2007, we anticipate that this years festival will continue to trend upward increasing our total attendance. We expect to attract 1,200 beer lovers in 2011.

The MBF attracts a similar number of male and female beer lovers, our age breakdown is unique in that ages 21-39 are very close in percentage of attendees.



# Barleywine Sponsor—\$3,000

The Barley Wine Sponsor is an exclusive level reserved for only three organizations. The event will be advertised as the “Millvale BrewFest sponsored by XYZ Company’s” in all 2011 advertising including:

- Prominent banner at the event
- Flyers, posters, press releases
- Event handouts
- E-mail Blast’s
- Web logo with link to company’s web site on [www.millvalepa.com](http://www.millvalepa.com)
- Radio advertising
- Event exposure – you will be invited to display info and distribute marketing material at the BrewFest.

Barley Wine sponsorship also includes:

- Two (2) complimentary tickets for the BrewFest
- Two (2) event T-shirts
- Four (4) commemorative pint glasses
- BrewFest discount coupon for tickets and merchandise

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# Bock Sponsor—\$1,500

Individuals or organizations that choose the Bock Sponsor Level will be recognized by logo and/or name in all 2011 advertising including:

- Name on Bock sponsor banner at the event
- Flyers, posters, press releases
- Event handouts
- E-mail Blast’s
- Web logo with link to company’s web site on [www.millvalepa.com](http://www.millvalepa.com)
- Radio advertising
- Event exposure – you will be invited to display info and distribute marketing material at the BrewFest.

Bock sponsorship also includes:

- One (1) complimentary tickets for the BrewFest
- One (1) event T-shirt
- One (1) commemorative pint glass
- BrewFest discount coupon for tickets and merchandise



# IPA Sponsor—\$500

Individuals or organizations that choose the IPA Sponsor Level will be recognized by logo and/or name in all 2011 advertising including:

- Name on IPA sponsor banner at the event
- Flyers, posters, press releases
- Event handouts
- E-mail Blast's
- Web logo with link to company's web site on [www.millvalepa.com](http://www.millvalepa.com)
- Radio advertising
- Event exposure – you will be invited to display info and distribute marketing material at the BrewFest.



IPA sponsorship also includes:

- Two (2) event T-shirts
- Two (2) commemorative pint glasses
- BrewFest discount coupon for tickets and merchandise

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# Pilsner Sponsor—\$250

Individuals or organizations that choose the Pilsner Sponsor Level will be recognized by logo and/or name in all 2011 advertising including:

- Name on Pilsner sponsor banner at the event
- Flyers, posters, press releases
- Event handouts
- E-mail Blast's
- Web logo with link to company's web site on [www.millvalepa.com](http://www.millvalepa.com)
- Radio advertising
- Event exposure – you will be invited to display info and distribute marketing material at the Brew Fest.

Pilsner sponsorship also includes:

- One (1) commemorative pint glass and event T-shirt
- BrewFest discount coupon for tickets and merchandise

# Music Sponsor—\$250

Individuals or organizations that choose to sponsor the BrewFest Music will be recognized by logo and/or name in 2011 advertising including:

- Name on Music sponsor banner at the event
- Flyers, posters, press releases
- Event handouts
- E-mail Blast's
- Web logo with link to company's web site on [www.millvalepa.com](http://www.millvalepa.com)
- Event exposure – you will be invited to display info and distribute marketing material at the BrewFest.

Music sponsorship also includes:

- BrewFest discount coupon for tickets and merchandise

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# Coaster Sponsor—\$500

The individual or organization that choose to sponsor the BrewFest Coasters will be recognized on customized coasters used to promote the BrewFest to restaurants and pubs throughout Allegheny County and beyond, coaster sponsor will also be recognized on/in:

- Flyers, posters, press releases
- Event handouts
- E-mail Blast's
- Web logo with link to company's web site on [www.millvalepa.com](http://www.millvalepa.com)
- Event exposure – you will be invited to display info and distribute marketing material at the BrewFest.



Coaster sponsorship also includes:

- BrewFest discount coupon for tickets and merchandise
- Free coasters!

## Taster Glass Sponsor— \$1,500

The Individual or organization that chooses to sponsor the BrewFest Taster Glasses will be recognized by logo and/or name on all taster glasses. Nothing is more ubiquitous at the Millvale BrewFest than the annual collector taster glass. All beer drinking patrons receive the collectable glass and carry it around for the entire event. Taster glass sponsor will also be recognized on/in:



- Flyers, posters, press releases
- Event handouts
- E-mail Blast's
- Web logo with link to company's web site on [www.millvalepa.com](http://www.millvalepa.com)
- Event exposure – you will be invited to display info and distribute marketing material at the BrewFest.

Taster glass sponsorship also includes:

- BrewFest discount coupon for tickets and merchandise
- Five (5) Free collectible taster glasses!

## T-shirt Sponsor— \$1,500

The Individual or organization that chooses to sponsor the BrewFest T-shirts will be recognized by logo and/or name on all T-shirts. Over one hundred shirts were sold in 2010 as the events professionally designed logo is highly regarded. T-shirt sponsor will also be recognized on/in:

- Flyers, posters, press releases
- Event handouts
- E-mail Blast's
- Web logo with link to company's web site on [www.millvalepa.com](http://www.millvalepa.com)
- Event exposure – you will be invited to display info and distribute marketing material at the Brew Fest.

T-shirt sponsorship also includes:

- BrewFest discount coupon for tickets and merchandise
- Two (2) Free T-shirts!



# Fest Guide

The BrewFest Guide is the essential guide to all the Brewers at the fest. The booklet contains indispensable descriptions for all beers and a festival map. The fest guide will also be available online in 2011.

## Rates

Back Cover	\$250
Inside Front Cover	\$200
Full Page	\$150
Half Page	\$75
Business Card	\$35



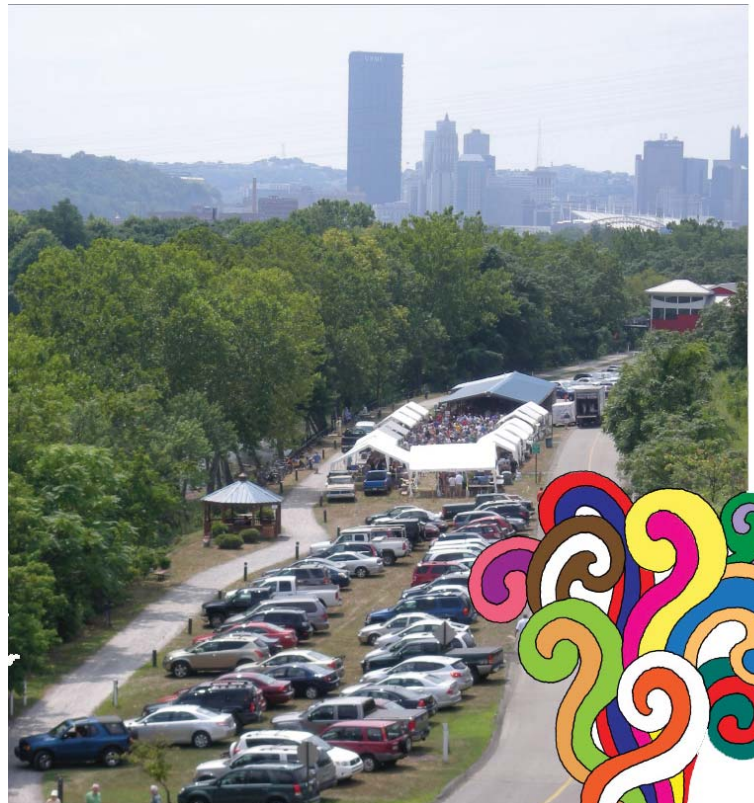
# Contact Information

For more information or to purchase a sponsorship please contact:

Eddie Figas

[www.millvalepa.com](http://www.millvalepa.com)

[efigas@millvaleboro.com](mailto:efigas@millvaleboro.com)



501 Lincoln Avenue - Millvale, PA 15209 - 412.821.2777

# Sponsorship Agreement

Contact Person: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_



## Sponsorship Information



Sponsorship Level (check the one that applies):

Barleywine  
Bock  
IPA  
Pilsner

Music  
Coaster  
Taster Glass  
T-shirt

Back cover Add  
Inside cover Add  
Full page Add  
Half page Add  
Business Card Add

Attached is my check payable to **MBDC** the amount of  
\$ \_\_\_\_\_

Mail this form and check to:

Millvale Borough Development Corporation BrewFest Sponsorship  
501 Lincoln Avenue — Millvale, PA 15209