



**Hoppy Valley Brewers Fest  
Sponsorship Packet  
2024**

## Join Us at Beaver Stadium for an Unforgettable Event!

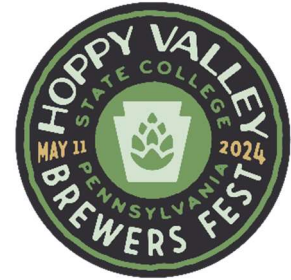
Antifragile Brewing Company, in collaboration with esteemed partners such as Breweries of Pennsylvania, Pennsylvania Restaurant & Lodging Association, The Happy Valley Adventure Bureau, and Happy Valley Sports & Entertainment Alliance, is thrilled to announce the inaugural Hoppy Valley Brewers Fest. Set to take place at Beaver Stadium, the fourth-largest stadium globally, this historic event promises an electrifying experience like no other.

### Saturday, May 11, 2024

10:00 am - 12:00 pm: Arrive early! I.D. Check/Ticketing Lines

12:00 pm - 5:00 pm: VIP (Early Access)

1:00 pm - 5:00 pm: General Admission



### Why Partner With Us?

Be a trailblazer in the brewing community by joining us as a sponsor for this momentous occasion. As one of the first sponsors, you'll have the opportunity to showcase your brand to a diverse audience of beer enthusiasts, foodies, and entertainment seekers. With an expected attendance of over 5000 individuals, your brand will gain unparalleled exposure in an electrifying atmosphere.

### Unique Offerings:

Picture this: enjoying a tasting of handcrafted beers **ON THE FIELD** of Beaver Stadium, surrounded by the fervor of one of college football's most iconic venues. With an anticipated 75+ exhibitors, attendees will have the chance to indulge in a vast array of beverages, catering to every palate. But the experience doesn't stop there. Our festival will also feature local food vendors and entertainment, ensuring there's something for everyone to enjoy.

### How You Can Get Involved:

We offer various sponsorship levels to suit your budget and marketing objectives. From prominent logo placement on event materials to exclusive VIP experiences, there are numerous ways to elevate your brand at the Hoppy Valley Brewers Fest.

### Secure Your Spot Today:

Don't miss out on this opportunity to be part of a historic event in the brewing community. Contact us today to discuss sponsorship options and reserve your spot at the inaugural Hoppy Valley Brewers Fest.

**HOPPY VALLEY BREWERS FEST  
PREMIUM SPONSORSHIP OPPORTUNITIES**



**Presenting Sponsorship**

Exclusive Presenting Sponsorship: Your brand prominently featured as the 'presenting sponsor' in the event name (e.g., "Hoppy Valley Brewers Fest presented by [Your Brand]").

Main Stage Recognition: Recognition during the event and prime visibility on the main stage backdrop.

Premium Brand Placement: Logo inclusion on all promotional materials, including event banners, posters, and digital marketing campaigns.

VIP Hospitality: Access to a dedicated VIP area with complimentary tickets and hospitality services.

Media Exposure: Inclusion in press releases, social media mentions, and featured interviews.

Digital Presence: Logo inclusion on the festival website and promotional emails.

Vendor Space: Premium booth space for direct engagement with festival attendees.

Customized Activation: Opportunity for unique brand activation and engagement strategies.

**Naming Sponsorship**

Exclusive Naming Rights: Your brand is prominently associated with a specific element of the festival, such as tasting vessel, hospitality, lodging, entertainment, transportation, etc.

Main Stage Recognition: Acknowledgment during relevant festival announcements and activities.

Premium Brand Placement: Logo inclusion on all promotional materials related to the sponsored item.

VIP Hospitality: Access to a dedicated VIP area with complimentary tickets and hospitality services.

Media Exposure: Inclusion in press releases, social media mentions, and featured interviews.

Digital Presence: Logo inclusion on the festival website and promotional emails.

Vendor Space: Premium booth space for direct engagement with festival attendees.

Customized Activation: Opportunity for unique brand activation and engagement strategies.

**HOPPY VALLEY BREWERS FEST  
STANDARD SPONSORSHIP OPPORTUNITIES**



**Golden Growler Sponsorship**

Main Stage Recognition: Acknowledgment during relevant festival announcements and activities.

Event Signage: Prominent display of your logo on event banners and signage.

VIP Hospitality: Limited access to the VIP hospitality area with complimentary tickets

Media Exposure: Inclusion in press releases and social media mentions.

Digital Presence: Logo inclusion on the festival website and promotional emails.

Customized Activation: Opportunity for unique brand activation and engagement strategies.

**Silver Stein Sponsorship**

Event Signage: Prominent display of your logo on event banners and signage.

VIP Hospitality: Limited access to the VIP hospitality area with complimentary tickets

Media Exposure: Inclusion in social media mentions.

Digital Presence: Logo inclusion on the festival website.

**Copper Cup Sponsorship**

Event Signage: Prominent display of your logo on event banners and signage.

Brewers Fest Tickets: Complimentary tickets to the event.

Media Exposure: Inclusion in a limited number of social media mentions.

Digital Presence: Logo inclusion on the festival website.

**For inquiries and sponsorship opportunities, please contact:**

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The Happy Valley Sports & Entertainment Alliance  
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[www.HoppyValleyBrewersFest.com](http://www.HoppyValleyBrewersFest.com)