

Missoulians are more than willing to come out and enjoy brews, mixed-drinks, and family activities no matter the weather - even in the dead of winter! For 2020, the Winter BrewFest is aimed at bringing families out to enjoy the snow, friends out to enjoy some drinks, and the entire community out to enjoy music and food. Sponsorship opportunities allow your business to take center stage during the event and get in front of several thousand lovers of winter.

Produced by the Missoula Downtown Association, this premier Downtown winter event will take place on **Saturday, February 29, 2020** in the heart of Downtown, Caras Park, from 2-8pm.



Polar Vortex Title Sponsorship - \$3,000

~~(only one available)~~ **No Longer Available**

1. Logo on all 2020 ordered Winter BrewFest glasses
2. Opportunity to have own 10x20 branded booth at event (if brewery, pour from own tent w/ ability to sell merchandise)
3. Banner(s) at the event
4. Logo on posters
5. Logo on print advertising
6. Sponsor recognition in all radio ads
7. Recognition on TV and Radio interviews done by MDA staff
8. Recognition in emcee announcements
9. Recognition on all Social Media posts
10. Twelve (12) FREE Admissions

Note: If craft brewery, exclusivity as only brewery sponsor; 4 taps at event

Snow Squall Sponsorship - \$1,000

(only four available)

1. Banner at the event
2. Logo on posters
3. Logo on print advertising
4. Sponsor recognition in all radio ads
5. Recognition on TV and Radio interviews done by MDA staff
6. Recognition in emcee announcements
7. Recognition on all Social Media posts
8. Six (6) FREE Admissions

Fresh Powder Sponsorship - \$500

(unlimited)

1. One banner hung in Caras Park during the event
2. Line credit on full-color posters
3. Line credit on print advertising
4. Recognition in emcee announcements
5. Four (4) FREE Admissions

Apres Ski Sponsorship- \$250

(unlimited)

1. Line credit on full-color posters
2. Line credit on print advertising
3. Recognition in emcee announcements
4. Two (2) FREE Admissions

Brewery Row - \$700

(6 spots available; breweries only)

1. Set up a private, branded 10x10 tent to pour beer from
 2. Ability to sell merchandise
- *Note: MDA volunteers will pour the beer. Brewery reps are not allowed to give out free samples; the MDA will purchase the kegs.

Winter Shop Row - \$250 (per 10x10 space)

(6 spots available)

1. Set up a private, branded 10x10 (or larger) tent to promote business & sell merchandise
2. Listing on full-color posters
3. Listing on print advertising
4. Two (2) FREE Admissions

Sponsorship Level: _____

BUSINESS/ORGANIZATION: _____

MAIN CONTACT: _____

PHONE NUMBER: _____ **EMAIL ADDRESS:** _____

PHYSICAL ADDRESS: _____

Please contact our staff if you have additional ideas or requests for your sponsorship.