



# 2022

## Sponsorship Kit

# Mastering the Craft

Started in 1995, The Indiana Microbrewers Festival was started by a unique group of Hoosier Brewers who would eventually form the Brewers of Indiana Guild

## **Reach our Hoosier Craft Brewers, Owners, & Staff**

**Sponsor the 7th annual Indiana Craft Brewers Conference and market your company with hundreds of local craft brewers and personnel from Indiana's 203+ craft breweries. Business contact information for all attendees will be provided as part of your sponsorship, and the Guild will again be giving all brewery attendees a trade show passport to encourage them to stop by your booth.**

Why should you sponsor the Indiana Craft Brewers Conference?

- Fast industry growth: The number of breweries in Indiana has nearly tripled in the past five years, while craft beer sales continue to grow as macro beer sales decline.
- Statewide impact: The economic effect of craft beer in Indiana is more than \$1.6 billion a year.

The pricing below in this kit is available exclusively for Brewers of Indiana Guild Business Affiliate members. With the exception of individual exhibitor booths, non-member businesses may add \$500 to the cost of sponsorship or become a Business Affiliate Member and receive full membership benefits and the pricing listed below for \$750. See the list of benefits at [www.drinkin.beer/affiliates](http://www.drinkin.beer/affiliates).





# Gold Level

## ALL GOLD LEVEL SPONSORSHIPS INCLUDE:

- One exhibitor booth in trade show hall (presenting sponsor gets double booth)
- Your company's logo listed on marketing materials and conference program
- Company logo on back of conference T-shirt (Available for pre-order only)
- Company featured in monthly Guild newsletter to membership (300+ recipients)
- Company listing in the Guild's annual Stewardship Report
- Company logo and link on the drinkIN.beer wrap-up of the event after the conference
- 10 minute speaking opportunity addressing all attendees at beginning of sponsored event
- 2 tickets to the conference



### Presenting Sponsor | \$3,500

Your company logo/name listed prominently on all digital and printed conference materials, including conference program cover, e.g. "Indiana Craft Brewers Conference presented by ABC Manufacturing".

Your company logo on two welcome banners provided by the Guild in the general conference area and the registration table

Space for your hanging or standing banner in the main ballroom where keynote speakers and meals will occur. Sponsor provided. Size may be up to 4'x 6'

Your company logo on the main podium through the duration of the conference  
Your company logo on conference name badges

10 minute speaking opportunity addressing all attendees during breakfast

Your company logo on conference signage  
Promotion of your sponsorship in correspondence leading up to the event

# Gold Level



## Brewery Social At Guggman Haus 11/7 7p-10p | \$2,000

Space for your standing banner displayed at the entryway location and/or entryway. Sponsor provided. Banner type based on location capabilities.

Company introduced as the sponsor of a Brewery Party at the Guild's annual meeting  
Opportunity to distribute company flyers & swag at the party



## Sensory Training Sponsor | \$2,000

Space for your standing banner displayed at the sensory class location and/or entryway - Sponsor provided. Banner type based on location capabilities.

Company introduced as the sponsor of Sensory Training at the Guild's annual meeting  
Opportunity to distribute company flyers or swag at training



## Attendee Swag Bag & Lanyard | \$2,000

Your company's logo on the name badge lanyards and swag bags provided to all conference attendees

Company introduced as the Lanyard & Swag Bag Sponsor at the Guild's annual meeting



# Gold Level



## **Breakfast Sponsor | \$1,500 (2 SPOTS MON/TUES))**

Space for your standing banner at stage during breakfast. Sponsor provided.

Company introduced as the Breakfast Sponsor

5 minute speaking opportunity addressing all attendees at beginning of Breakfast



## **Lunch Sponsor | \$2,000**

Space for your standing banner at stage during breakfast. Sponsor provided.

Company introduced as the Lunch Sponsor

5 minute speaking opportunity addressing all attendees at beginning of Lunch



## **Passport Sponsor | \$1,500**

Space for your standing banner at the Guild booth where attendees receive their INCBC Passports. Sponsor provided. Company introduced as the Passport Sponsor

5 minute speaking opportunity addressing all attendees before Passport Prize giveaway  
will not announcement

# Silver Level

## ALL SILVER LEVEL SPONSORSHIPS INCLUDE (with the exception of booth only option)

- One exhibitor booth in trade show hall
- Your company's logo listed on marketing materials and conference program
- Company name listed on conference T-shirt (Available by pre-order only)
- Company featured in monthly Guild newsletter to membership (300+ recipients)
- Company listing in the Guild's annual Stewardship Report
- Company logo and link on the drinkIN.beer wrap-up of the event after the conference
- 2 tickets to the conference



### TRANSPORTATION SPONSOR

Sponsor our shuttle bus transportation to and from the Guggman Haus Social on Monday, November 7th - Ability to pass out materials on the bus & decorate with branded items

**\$1000 (2 spots)**



### HAPPY HOUR HIDEOUT SPONSOR

Sponsor our Happy Hour Hideout on Mon, Nov 7th or Tues, Nov 8th in the swanky Fairfield Rome Room. Brewers get to mingle, hangout and Drink Indiana Beer - Ability to pass out materials & decorate with festive branded items.

**\$1000 (2 spots)**

## PROGRAM ADVERTISING

Be a part of the official Indiana Craft Brewers Conference program by advertising your business. All ads will be full color, with two sizes available in the 8.5" x 5.5" program:

**FULL PAGE \$150 & HALF PAGE \$75**



### BEER STATION SPONSOR

Sponsor our Drink Indiana Beer Stations located in the Tradeshow room on Monday, November 7th.

**\$1000 (Amoretti, Aryyved, Prairie Malt & Briess)**



### EXHIBITOR BOOTH SPONSOR

Have an on-site presence in an exhibitor booth at the TRADESHOW on Monday, November 7th, giving your biz the opportunity to display branding, hand out promotional materials and interact with 200+ attendees - 6' Table & 2 Chairs Only 10 left!!

**\$400 Members - \$750 Non Members**

# Economic Impact

INVEST IN INDIANA'S THRIVING CRAFT BEER INDUSTRY



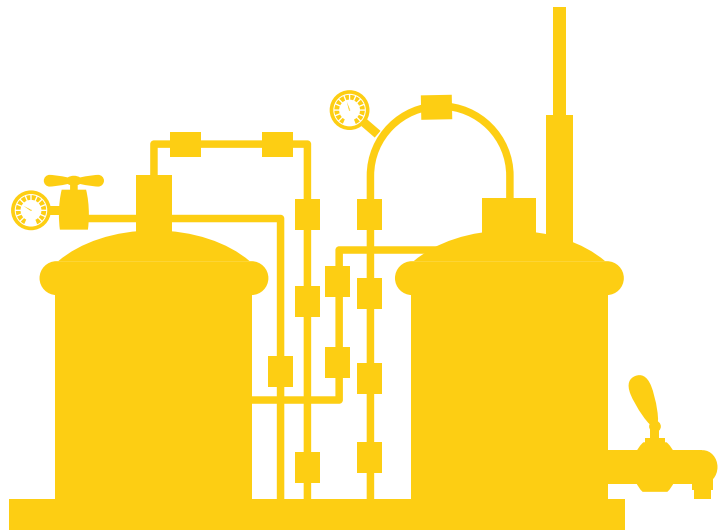
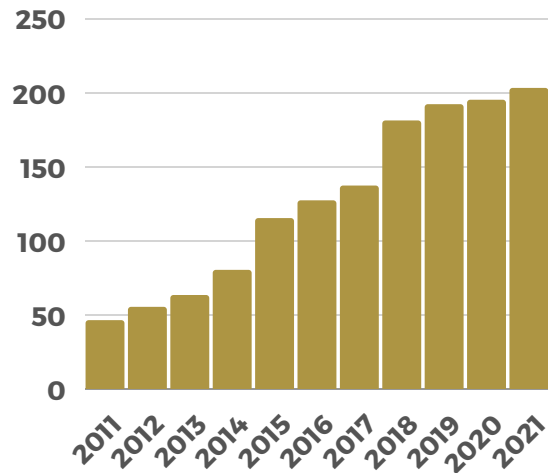
**1.6 MILLION \$  
ECONOMIC  
IMPACT**

**323.72 PER CAPITA  
(RANKS 19TH)**



**257,688  
BARRELS  
PRODUCED  
PER YEAR**

**1.6 GAL PER CAPITA 21+  
(RANKS 24TH)**



**203  
BREWERIES**

**(RANKS 13TH)**