



CRAFT BEER

> 35 unique national and regional breweries

CRAFT FOOD

6+ craft food vendors

EDUCATION

Educational seminars led by students in the Fermentation Sciences program.

MUSIC

TBD
TBD
TBD

SAFETY

DD tickets, shuttle services, hydration stations and other measures will be in place to ensure HCBF continues to be safe, enjoyable, and educational.

NUMBERS

- Years running 15
- Attendees > 1500
- T-shirts > 1000
- Glasses 2000
- Email subscribers 4,600
- Website views >60,000
- FB followers 4,500
- IG followers 1632

- \$500,000 raised for education in fermentation science.
- \$30,000 raised for local nonprofits

Celebrating 15 years of bubbles and 150 years of the township of Boone!

ABOUT THE FEST

The High Country Beer Fest (HCBF) is a celebration of artisanally-produced craft beers and ciders. HCBF is a charitable event, raising money for local charities and the Fermentation Sciences program at Appalachian State University.

We are dedicated to fostering research and education in fermentation sciences.

BECOME A SPONSOR

See how you can contribute and how it can benefit your business!



SPONSORSHIP OPTIONS AND PERKS

GENERAL SPONSORSHIPS

HCBF is the highlight event of summer in the High Country. This year, 35+ breweries, 1500+ attendees, and 150+ volunteers will be reached by sponsors.

General sponsorship is for monetary or in-kind donations of \$1000 or less as follows:

GOLD SPONSOR: \$1000+

- 4 GA tickets (total)
- Name / logo on HCBF t-shirts
- Premium placement on stage banner
- PLUS all of the Silver Sponsor perks.

SILVER SPONSOR: \$500+

- 2 GA tickets
- Thanked on social media in an individual post
- Logo on email communication
- Your business info in brewer welcome packets
- PLUS all the Bronze Sponsor perks

BRONZE SPONSOR: \$350+

- Name / logo on HCBF website
- Thanked on social media (may be grouped with other sponsors)
- May provide branded props for the photo booth (patrons share these images on social media and keep printed images as keepsakes)
- May hang your business banner on fairground fencing surrounding the event.

OTHER SPONSORSHIPS

NAMING SPONSOR: \$1500+

Naming Sponsors are High Country Beer Fest's most valuable partners. Through direct monetary donations or in-kind support, naming sponsors team with us to help cover significant costs of the festival.

With an event this large, "Brought to you by..." messages can promote your company in a variety of ways.

In addition to the recognition on our website and on social media, we will tailor creative and tasteful marketing to our patrons at the festival in areas that you choose to support. Examples include: Company logo on festival glasses, posters in porta-potties, banners on shuttles, etc. See other examples below and let us know if you have other ideas!

Naming Opportunities:

- Glass Sponsor (GA or VIP)
- Safety Sponsor
- Game Tent Sponsor
- Brewery Hospitality Sponsor
- Transportation Sponsor
- Sanitation Sponsor
- Entertainment Sponsor



ALL SPONSORSHIPS ARE TAX-DEDUCTIBLE