



POWDER KEG BEER & CHILI FESTIVAL

Over the last 9 years the Exeter Area Chamber of Commerce has partnered with the Exeter Parks and Recreation Department to present the largest beer and chili festival in New England. This year's Festival date is set for Saturday, October 2, 2021.

SPONSORSHIPS AVAILABLE

EVENT UNDERWRITER- \$5,000 (1 AVAILABLE)

- **Pre Festival Recognition:**
 - Logo printed on Festival Tickets.
 - Logo and web link on Festival website and Facebook cover page.
 - Logo and web link on all media promotion.
 - Exclusive logo placement on Festival Program and Festival poster
 - Mention in Festival's radio public service announcement.
 - Numerous mention on social media outlets.
- **On-site Recognition:**
 - Two complimentary booth spaces (10x10).
 - Opportunity to display promotional material at the event.
 - Logo on all Festival signage.
 - Logo on volunteer t-shirts.
 - Logo on commemorative pint glasses.
 - Recognition at all Festival stages during emcee announcements.
 - 15 REGULAR Festival tickets.

PREMIUM BEER TENT SPONSOR- \$4,000 (1 AVAIL.)

- **Pre Festival Recognition:**
 - Logo and web link on Festival website.
 - Logo and web link on all media promotion.
 - Logo on Festival poster if committed before July 1, 2021.
 - Mention in Festival's radio public service announcement.
 - Numerous mention on social media outlets.
- **On-site Recognition:**
 - Exclusive banners placed in the highly trafficked Premium Beer Tent (banners provided by Festival).
 - One complimentary booth space (10x10).
 - Opportunity to display promotional material at the event.
 - Logo on all Festival signage and program.
 - Recognition at all Festival stages during emcee announcements.
 - 10 REGULAR Festival tickets.

PINT GLASS SPONSOR- \$4,000 (1 AVAILABLE)

- **Pre Festival Recognition:**
 - Logo and web link on Festival website.
 - Logo and web link on all media promotion.
 - Logo on Festival poster if committed before July 1, 2021.
 - Mention in Festival's radio public service announcement.
 - Numerous mention on social media outlets.
- **On-site Recognition:**
 - Exclusive logo placement on all commemorative pint glasses.
 - One complimentary booth space (10x10).
 - Opportunity to display promotional material at the event.
 - Logo on all Festival signage and program.
 - Recognition at all Festival stages during emcee announcements.
 - 10 REGULAR Festival tickets.

STAGE SPONSOR- \$3,000 (1 AVAILABLE)

- **Pre Festival Recognition:**
 - Logo and web link on Festival website.
 - Logo and web link on all media promotion.
 - Logo on Festival poster if committed before July 1, 2021.
 - Numerous mention on social media outlets.
- **On-site Recognition:**
 - Banner displayed over stage (banner provided by Festival).
 - Opportunity to display promotional material at the event.
 - Logo on all Festival signage and program.
 - Recognition at all Festival stages during emcee announcements.
 - 8 REGULAR Festival tickets.

VOLUNTEER TENT- \$2,500 (1 AVAILABLE)

- **Pre Festival Recognition:**
 - Logo and web link on Festival website.
 - Logo and web link on all media promotion.
 - Numerous mention on social media outlets.
- **On-site Recognition:**
 - Exclusive banner placed at Volunteer Tent at the entrance of Festival (banner provided by Festival).
 - Opportunity to display promotional material at the event.
 - Logo on all Festival signage and program.
 - Recognition at all Festival stages during emcee announcements.
 - 8 REGULAR Festival tickets.



BEER ZONE SPONSOR- \$1,500 (4 AVAIL.)

- **Pre Festival Recognition:**
 - Logo and web link on Festival website.
 - Logo and web link on all media promotion.
 - Numerous mention on social media outlets.
 - Logo on Festival program.
- **On-site Recognition:**
 - Banner placed at one of our Beer Zones (banner provided by PK).
 - Logo on all Festival signage and program.
 - Recognition at all Festival stages during emcee announcements.
 - 8 REGULAR Festival tickets.



POWDER KEG BEER & CHILI FESTIVAL

Over the last 9 years the Exeter Area Chamber of Commerce has partnered with the Exeter Parks and Recreation Department to present the largest beer and chili festival in New England. This year's Festival date is set for Saturday, October 2, 2021.

SPONSORSHIPS AVAILABLE

WATER SPONSOR- \$1,500 (IN-KIND)

- **On-site Recognition:**
- One complimentary booth space (10x10).
- Provide water bottles to Festival visitors.
- Recognition at all Festival stages during emcee announcements.
- 5 REGULAR Festival tickets.
- **Pre Festival Recognition:**
- Logo on Festival website.
- Logo on all Festival media promotion.
- Logo on Festival program.
- Mentions on Festival social media outlets.
- 4 REGULAR Festival Tickets



TASTING CUP SPONSOR- \$750 (2 AVAIL.)

- **Pre Festival Recognition:**
- Name on Festival website.
- Name on all media promotion.
- Name on Festival program.
- **On-site Recognition:**
- Logo displayed at all compostable tasting cups.
- Recognition at all Festival stages during emcee announcements.
- 2 REGULAR Festival tickets.



**Newburyport
Bank**
JOURNEY WELL

FIRST AID TENT- \$1,500 (1 AVAILABLE)

- **Pre Festival Recognition:**
- Logo on Festival website.
- Logo on all Festival media promotion.
- Logo on Festival program.
- Mentions on Festival social media outlets.
- **On-site Recognition:**
- One booth space dedicated as First Aid Tent (10x10).
- Provide First Aid Kits to Festival visitors or marketing collateral.
- Recognition at all Festival stages during emcee announcements.
- 4 REGULAR Festival tickets.

FESTIVAL FRIEND- \$500 (UNLIMITED)

- **Pre Festival Recognition:**
- Name on Festival website.
- Name on Festival program.
- **On-site Recognition:**
- Recognition at all Festival stages during emcee announcements.
- 1 REGULAR Festival tickets.

*Proudly Presented by Exeter Parks and Recreation and the
Exeter Area Chamber of Commerce*

