



**KITTITAS COUNTY CHAMBER OF COMMERCE  
609 N MAIN STREET  
ELLENSBURG, WA  
(509)925-2002  
TATECREATIVE@YAHOO.COM**

# EVENT OVERVIEW

## Event Date:

January 16th, 2021

## Location:

Virtual

**Estimated Draw:** 1,700+ attendees *based on historical attendance*

## Participants:

7 Kittitas County Producers

**Target Demographic:** Men & Women between the ages of 21-65+ for breweries.

**Marketing Reach:** This event draws primarily attendees from Western Washington and the local communities of Central Washington.

## DESCRIPTION

Please join the Kittitas County Chamber of Commerce for the first ever fully **VIRTUAL** Ellensburg WinterHop BrewFest!

Attendees will be able to sip beer from the warmth of their homes while engaging in exclusive regional brewery tours, interviews, and live tasting panel.

## 2020 PARTICIPATING BREWERIES:

**ROSLYN BREWERY**  
**IRON HORSE BREWERY**  
**DRU BRU**  
**MULE & ELK**  
**WHEEL LINE CIDER**  
**HERITAGE DISTILLERY**  
**TANEUM BREWERY**



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# SPONSORSHIP OPPORTUNITY

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## WHY SHOULD YOU BE A SPONSOR?

Sponsoring BrewFest 2021 will allow you to build visibility for your brand while also helping to encourage follow-up tourism to Kittitas County establishments.

You will also be ensuring that BrewFest continues as an in person event for many years to come, supporting the Kittitas County Chamber of Commerce and the local businesses and communities that we serve, and boosting the local spirits industry.

So raise a glass and help BrewFest thrive in its 17th year!

## OUR GOALS

- To offer a select group of quality sponsors the opportunity to market their products and services, helping to leverage their business image.
- To promote commerce and tourism in Ellensburg, Washington and throughout Kittitas County.
- To continue to grow and expand the event, therefore encouraging attendees to spend more time in Kittitas County



# SPONSORSHIP LEVELS

## THE WINTERHOP PRESENTING SPONSOR

INVESTMENT: \$3,000

- Be a presenting sponsor of BrewFest and gain recognition by having your brand associated with this event.
- Your brand will be included on our main event poster, which will be posted around Kittitas County (possibility of many views of this poster with a 20,000+ population in Ellensburg, WA, a 1,500+ population in Cle Elum, WA, and a 2,500+ population in Roslyn, WA).
- Your brand will be featured on every digital event poster on the Kittitas County Chamber of Commerce Winterhop Brewfest Facebook event page and the Kittitas County Chamber of Commerce Instagram (an average of 700 views on each Facebook post, and 941 followers viewing the post on Instagram).
- Your brand will be included on the Winterhop Brewfest website and the Kittitas County Chamber website (500+ website views a month on the Winterhop Brewfest website and 40,000 views on the Kittitas County Chamber of Commerce website from year to date). - **PREMIUM PLACEMENT**
- Your brand will be mentioned in our press release and events calendar on the Kittitas County Chamber of Commerce website as the presenting sponsor.
- You will receive two (2) Festival Tickets to the event (Valued at \$80).

## THE FULL BARREL

INVESTMENT: \$1,000

- Your brand will get one (1) special shoutout on the Kittitas County Chamber Winterhop Brewfest Facebook event page and one (1) special shoutout on the Kittitas County Chamber of Commerce Instagram (an average of 700 views on each Facebook post and 941 followers on Instagram).
- Your brand will be included on the Winterhop Brewfest website (500+ views a month on the Winterhop Brewfest website).- **PREMIUM PLACEMENT**

## THE GROWLER

INVESTMENT: \$500

- Your brand will get one (1) special shoutout on the Kittitas County Chamber Winterhop Brewfest Facebook event page and one (1) special shoutout on the Kittitas County Chamber of Commerce Instagram (an average of 700 views on each Facebook post and 941 followers on Instagram).
- Your brand will be included on the Winterhop Brewfest website (500+ views a month on the Winterhop Brewfest website).

## IN KIND DONATION

- Check this box if you would like us to contact you to arrange a donation of goods, services, or chosen monetary value. This could include raffle or auction items.

[KITTITASCOUNTYCHAMBER.COM/WINTERHOP-BREWFESt](http://KITTITASCOUNTYCHAMBER.COM/WINTERHOP-BREWFESt)

DON'T SEE WHAT YOU'RE LOOKING FOR? CONTACT JESSICA TATE, BREWFEST EVENT MANAGER FOR CUSTOM PACKAGES  
TATECREATIVE@YAHOO.COM | (206) 390-6816

# SPONSORSHIP FORM

## BUSINESS INFORMATION

Business Name: \_\_\_\_\_ Business Phone: \_\_\_\_\_  
Business Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Primary Business and/or Service? \_\_\_\_\_  
Owners Name: \_\_\_\_\_ Owners Email: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

What event are you sponsoring? \_\_\_\_\_  
What sponsorship level did you choose? \_\_\_\_\_  
Amount of Sponsorship: \$ \_\_\_\_\_

Signature: \_\_\_\_\_  
Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE EMAIL YOUR COMPLETED SPONSORSHIP FORM  
BY NOVEMBER 16TH 2020 TO  
JESSICA TATE AT TATECREATIVE@YAHOO.COM  
PLEASE CALL (206) 390-6816 FOR MORE INFORMATION**

