

JUST BREW IT 2021



Just Brew It is a homebrew competition and tasting in Western North Carolina benefiting the work of Just Economics.

Voted #3 Favorite Local Beer Event three years in a row, the event draws a diverse group of people from around the WNC area. **The festival will take place on October 2nd from 2-5pm at the Pisgah Brewing Company** in Black Mountain and features more than 100 different beers by more than 40 of the finest specialty homebrewers in the region.

Sponsor Benefits:

Just Economics is a 501c3 Nonprofit Organization, so all sponsorship donations are tax deductible.

Online: Just Brew It's website has easy access to all event and sponsor information, including hyperlinks to your business website. Sponsor's logos with hyperlinks to their sites are included on the site as part of the marketing package and support. Benefits of sponsorship are largely determined by the level, but all sponsor's logos receive visibility in marketing collateral material, event day signage, on our website and Just Brew It webpage.

Social Media Outreach: As a sponsor, you will also benefit from Social Media outreach and marketing including dedicated Tweets, Facebook and Instagram posts reaching an additional 5,500+ social media audience. You will be provided with an event hashtag and other Social Media tools to leverage your own participation.



Imperial Sponsor \$2,000

- Top billing with logo on website and event guide and event posters
- Individual shout out across JE social media platforms
- Be a celebrity judge in your own category at Just Brew It or priority choice of sponsorship add-on's
- Recognition in Just Economics email newsletters
- Live mentions and recognition throughout day of event
- Booth Space at annual event
- Company Banner placement at event
- 10 Admission passes for Just Brew It
- Additional Employee discounts for Just Brew It tickets



Porter Sponsor \$1,000

- Booth space at JBI or priority choice of Sponsorship add on's
- Logo with link on Just Brew It homepage
- Recognition on Just Economics social media and email newsletters
- Live mention/recognition during day-of closing ceremonies
- Logo on event poster and event guide
- Opportunity to display company sign at event
- 6 Admission tickets for Just Brew It
- Friends and Family discount for additional Just Brew It tickets

Pale Ale Sponsor \$500-\$750

- Booth space at JBI or priority choice of Sponsorship add-on's
- Logo with link on Just Brew It homepage
- Recognition through Just Economics social media and email newsletters
- Live mentions/recognition during day-of closing ceremonies
- Logo on event poster and event guide
- 4 Admission tickets for Just Brew It
- Friends and Family discount for additional Just Brew It tickets



Pilsner Sponsor \$250

- Logo with link on Just Brew It homepage
- Live mentions/recognition during day-of closing ceremonies
- Logo on event poster and event guide
- 2 Admission tickets for Just Brew It
- Friends and Family discount for additional Just Brew It tickets



SPONSORSHIP ADD ON OPPORTUNITIES

Red Carpet Sponsor for Just Brew It (limit 1)



Have your company's banner on stage and be listed in the program as the RED CARPET SPONSOR announced during the closing ceremony. Home Brew Winners will be walking down the red carpet to claim their award and many pictures are taken during this part of the event. As a RED CARPET SPONSOR we will promote your business with a special hashtag and special recognition during this engaging part of the event.

Water station Sponsorship (limit 2)

Everyone needs to take a break and re-hydrate. Your company's banner and materials be displayed at the water station. It is also an option to use your tent with your company's logo on it if you have one.



Snack Booth Sponsorship (limit 2)

This booth provides a place to get out of the sun or the rain and relax. Have your company's sign here and any freebies from your business for festival attendees. It's also an option to use your own tent with your company's logo on it, if you have one.



SPONSORSHIP FORM

- Imperial Sponsor \$2,000
- Porter Sponsor \$1,000
- Pale Ale Sponsor \$500
- Pilsner Sponsor \$250

Sponsorship Add Ons

Sponsorship Add Ons A (\$500 and up)

- Red Carpet Sponsor
- Water Station Sponsor

Sponsorship Add Ons B (\$250 and up)

- Water Station Sponsor
- Relaxation Booth
- Snack Booth

Name of Point of Contact for Sponsorship: _____

Business: _____

Email _____

Address _____

Phone _____