

2011 SPONSORSHIP OPPORTUNITIES

THE 23rd ANNUAL



Presented by azcentral.com

SATURDAY, MARCH 5, 2011

TEMPE BEACH PARK

AZBEER.COM



Sun Sounds
of Arizona

Sunsounds.org

ARIZONA'S PREMIERE BEER TASTING FESTIVAL

The Great Arizona Beer Festival is a premier event in the Valley with a 21-year track record of success and growth. The festival draws a wide range of consumers – from craft beer aficionados to college students and visitors to Arizona – all looking for entertainment, variety and quality in a fun-filled event.

With VIP, Designated Driver, and General Admission ticket levels, the Great Arizona Beer Festival provides an exciting guest experience and one that consumers anticipate year after year.

In addition to specialty and craft-brewed beer the festival features live bands, food from a variety of vendors, private pavilions for VIPs and Designated Drivers, and games.

As a sponsor, The Great Arizona Beer Festival offers tremendous value. In addition to media partnerships

***Consistently attracting
7,000-10,000 attendees***

already in place, pre-festival public relations will garner thousands of impressions.

The Great Arizona Beer Festival sponsorship delivers targeted marketing to grow your audience.

Great Arizona Beer Festival Guests are:

- 🍷 Age: 21-65 years of age
- 🍷 Gender ratio: Approx. 60% male/ 40% female
- 🍷 Income: up to \$250,000 annually
- 🍷 Local: 90% live and work in the Valley, high concentrations in Tempe and Scottsdale
- 🍷 Lifestyle: Active, busy, professional, social
- 🍷 Knowledge: brand-conscious
- 🍷 Loyal: More than half have attended this festival more than once.

SPONSOR BENEFITS

The Great Arizona Beer Festival has a successful track record of event promotion via social media, email blasts, posters and print collateral, the street banner over Mill Ave., and advance publicity from tastings and our pub crawl.

This year, thanks to our generous sponsors azcentral.com and KDKB-FM, the 2011 Great Arizona Beer Festival can offer your company more than **\$130,000 in media coverage.**

Your company's name will be viewed by **hundreds of thousands** of Arizona residents before we even open the gates! Add your banner and sign presence at the festival, the images and QR codes* on the poster and website, and you stand to gain unprecedented value from your festival sponsorship.

AZBEER.COM is the parent site for Arizona's three premiere beer tasting festivals, the Great Arizona Beer Festival (Tempe), the Made in the Shade Festival (Flagstaff), and the Great Tucson Beer Festival (Tucson). E-blasts to our database of 6000+ past customers can get your company's name, logo, and website in front of even more beer lovers and designated drivers.

This year, new **preview events** are designed to give our sponsors extra value while raising more money for Sun Sounds of Arizona – the charity benefitting from AZBEER.COM events.

- **February 18th Certified Beer Judging and Public Tasting at Tops Liquors in Tempe**
- **February 25th Certified Beer Judging and Public Tasting at Sun Devil Liquors in Mesa**
- **February 26th Mill Avenue Pub Crawl**
- **March 4th Brewers Appreciation Party in the Park**

(Limited tickets available for sponsors at or above \$5,000 packages)

All sponsor packages can be customized to meet your company's specific needs and goals – you're not limited to just what you see here. Please contact us to set up a meeting where we can discuss cross-promotional opportunities and brainstorm ways to make this partnership as valuable for you as possible.

AZBEER.COM is owned and operated by the Sun Sounds Foundation, a 501c3 charitable foundation organized for the sole purpose of supporting Sun Sounds of Arizona, a reading and information access service for blind, legally blind, visually impaired or otherwise print-disabled persons. All proceeds of AZBEER.COM festivals support this unique Arizona institution. Learn more at sunsounds.org.



* Ask your sales representative about this exciting new ability to bring our customers to your website!

CO-PRESENTING SPONSOR WITH

\$15,000

1. Shared positioning as Co-Presenting sponsor – “presented by (company),” including mentions in all event publicity, social media and onsite at event, as well as in promotional collateral (350,000+);
2. Ad space on all print-at-home tickets with prominent placement (sponsor to provide camera-ready art in digital format);
3. Name mentions in all radio spots on KDKB FM (\$71,000 of value);
4. Name and logo inclusion in event advertisements in Arizona Republic, azcentral.com, AZ magazine, La Voz, and TV y Mas;
5. Cross-promotional opportunities in social media;
6. Featured parking onsite for display of promotional vehicle;
7. Preferential display of inflatable inside or outside event;
8. Opportunity for placement of up to 6 large onsite banners; (sponsor-provided)
9. Shared placement on 6 onsite sponsor banners; (event provided)
10. Inclusion on Mill Avenue event banner for 2 weeks leading up to festival;
11. Shared logo placement on souvenir tee shirts;
12. 8 PA announcements ;
13. Onstage promotional announcements;
14. Two 10’ x 10’ tents or one 10’ x 20’ tent inside festival in high traffic space;
15. Logo and link on www.azbeer.com;
16. Individual media release announcing sponsorship;
17. 10 VIP tickets to GAZBF (\$900 value);
18. 10 General Admission tickets to GAZBF (\$500 value).

Additional Possible Opportunities:

- ❖ Opportunities for shared segments in TV and radio pre-event publicity;
- ❖ Sponsorship advertisement in event booklet (size/placement TBD);
- ❖ Co-branded database email communications and promotions;
- ❖ Co-branded Tweetups and other social media partnerships;
- ❖ Brewery party ticket give-away contest on sponsor website;
- ❖ Provide beer judge from sponsoring organization to participate in official judging of beers at festival.

VIP EXPERIENCE SPONSOR – \$8,000 (LIMIT 2)

The VIP Experience consistently attracts more than 1,500 brand-conscious, affluent attendees each year. In addition to casino-style gaming, the VIP Experience provides delicious catered food and features separate lounge areas with unique entertainment options, event tee shirt, and VIP goody bags.

1. Official positioning as “VIP Experience presented by (company)” on all promotional collateral, estimated at more than 350,000 individual pieces or presentations between January 2011 and May 2011;
2. Private banner space in VIP Experience + 6 shared onsite event banners;
3. 8 PA announcements;
4. Logo and link on festival website www.azbeer.com;
5. Company name/logo plus opportunity for coupons on all print-at-home tickets sold on line;
6. Opportunity to include coupons, collateral and/or merchandise in VIP goody bags;
7. Media release announcing sponsorship;
8. Mentions in publicity and social media as VIP Experience sponsor;
9. 20 VIP tickets to GAZBF (\$1,800 value);
10. 1 – 10 x 10 canopy in General Admission area for information/display
11. Logo inclusion in print ads in The Arizona Republic, AZ Magazine, La Voz, TV y Mas,
12. Radio mentions on festival sponsor KDKB 93.3 FM.

STAGE SPONSOR – \$5,000

1. Private banner on stage;
2. Onsite parking for promotional vehicle near stage;
3. 6 shared onsite event banners;
4. 4 PA announcements ;
5. Recognition on posters and our website, www.azbeer.com;
6. Logo and link on www.azbeer.com;
7. 4 VIP Tickets (\$360 value);
8. 20 General Admission Tickets (\$1,000 value);
9. Media release announcing sponsorship;
10. Social media mentions announcing sponsorship;
11. Reserved parking space for sponsor vehicle during event;
12. Logo inclusion in print ads in The Arizona Republic, AZ Magazine, La Voz, TV y Mas;
13. Radio mentions on festival sponsor KDKB 93.3 FM.



MUG SPONSOR – \$3,000 (LIMIT 3)

1. Logo on 3,000 festival mugs (our guests keep mugs)
2. 4 PA announcements ;
3. Logo and link on www.azbeer.com;
4. Social media mention announcing sponsorship.



DESIGNATED DRIVER SPONSOR – \$5,000 (LIMIT 2)

1. Official recognition as “(Name) Designated Driver Pavilion” onsite, on www.azbeer.com/tempe and in media;
2. 6 shared onsite event banners
3. Premiere banner space in DD pavilion; (sponsor will provide banner)
4. 8 PA announcements ;
5. Recognition on posters, event collateral, and event tee shirt;
6. Logo and link on www.azbeer.com;
7. Reserved parking space for sponsor vehicle during event;
8. 10x10 canopy at entry way
9. 20 General Admission Tickets (\$1,000 value);
10. 4 VIP Experience Tickets (\$320 value);
11. Up to 10 staff admission (non-drinking)
12. Media release announcing sponsorship;
13. Official Ride Home provider for pub crawl and two pre-event beer
14. Opportunity to staff pre-events (to promote/provide rides home)
15. Tweets sent to GAZBF Twitter followers - minimum of 2 times ser
16. Mention on Facebook as DD sponsor;
17. Logo inclusion in print ads in The Arizona Republic, AZ Magazine,
18. Radio mentions on festival sponsor KDKB 93.3 FM.



SAFE RIDE HOME SPONSOR – \$3,000 (LIMIT 2)

1. Private banner/sign in taxi waiting area on the corner of Rio Salado Parkway and Ash
2. 6 shared event banners;
3. Logo and link on www.azbeer.com;
4. 4 PA announcements;
5. Recognition on event related collateral;
6. Media release about sponsorship;
7. Mention on media appearances;
8. Up to 6 staff admissions (non-drinking)
9. Reserved parking space for sponsor vehicle during event
10. Logo inclusion in print ads in The Arizona Republic, AZ Magazine, La Voz, TV y Mas
11. Radio mentions on festival sponsor KDKB 93.3 FM.

ICE SPONSOR – \$3,000 (LIMIT 2)

1. 10' x 10' tent inside festival in high traffic space;
2. On site parking for promotional vehicle during event;
3. Logo sign on ice delivery cart;
4. 6 shared event banners onsite at festival;
5. 2 PA announcements at festival "The beer is cold thanks to ____";
6. Logo and link on www.azbeer.com;
7. 10 General Admission tickets to GAZBF (\$500 value);
8. Logo inclusion in print ads in The Arizona Republic, AZ Magazine, La Voz, TV y Mas



CASINO TABLE SPONSOR – FROM \$250 - \$1,500

The VIP Experience features Las Vegas style gaming entertainment:

\$250 - your company name and logo featured exclusively on tabletop signage on one of our VIP casino gaming tables (either black jack or poker);

\$350 - for exclusive tabletop signage on roulette table;

\$500 - for exclusive tabletop signage on craps table;

\$750 - for your company name and logo custom printed onto the gaming table felt (for black jack or poker tables);

\$1,000 - for your company name and logo custom printed onto the roulette gaming table felt;

\$1,500 - for your company name and logo custom printed onto the craps gaming table felt;

With the purchase of any of these packages, you'll also be included in our social media on Twitter and Facebook, and have a link to your website from our popular website, www.azbeer.com/tempe;

You also have the option to include coupons, collateral and/or merchandise in VIP goody bags.

You can keep your casino table felt after the event for reuse or for framing!

BOX SEATS SPONSORS – \$2,500 *

The Box Seat is a patented cardboard tripod that has grown in popularity at an enormous rate! Guests can buy your portable billboard for only \$5 and then everywhere they go inside – or outside – the Great Arizona Beer Festival your company logo goes with them! These handy little seats are 100% recyclable, lightweight, easy to carry yet durable. Plus, all proceeds from the purchase of box seats by you the sponsor benefit two great charities – Sun Sounds of Arizona and the Christopher Reeve Foundation.



**Minimum combined sponsors must reach \$5,000 before a print-run will be ordered. Only three logos will be on the box, yours, the event's, and one other sponsor. First come, first served.*

AUCTION/RAFFLE PRIZE DONOR – IN-KIND

(Minimum cash value \$100)

You also have the opportunity to donate an item for our charity auction and raffle inside the VIP Experience. All raffle and auction donations are fully tax deductible.

With your gift you receive:

- Attractive display of your donated item inside The VIP Experience;
- Tax deduction (please see your accountant or tax lawyer for details)
- Inclusion in advance publicity about the VIP Experience

ABOUT SUN SOUNDS OF ARIZONA



Do you know someone who has difficulty reading printed material due to vision loss or other disabilities?

49,000 people in our state use Sun Sounds of Arizona for access to local and national printed information. Whether they tune in for the live daily reading of the *Arizona Republic*, *Wall Street Journal*, or *USA Today*, or the nearly 200 other magazines, circulars and newsletters read aloud, the information on Sun Sounds of Arizona helps people with print- disabilities live more independent and self-directed lives.

What does beer tasting have to do with print disabilities?

Well, every penny of the proceeds from our three Arizona beer festivals supports Sun Sounds of Arizona. We have served Arizonans for more than 30 years, and within the reading service industry Sun Sounds is the gold standard. To maintain the quality and diversity of our programming, and to better serve people through new technologies, we rely on generous sponsors like you to support our fund-raising efforts.

What's on Sun Sounds of Arizona and how do I hear it?

24 hours a day Sun Sounds broadcasts print information. Volunteers read from newspapers, magazines, grocery ads, books and more. Most people listen in the following ways:

RADIO: Many people who listen to Sun Sounds do so on a special receiver that we loan to them at no charge. We also broadcast on KBAQ 89.5 HD Channel 3.

INTERNET: Stream our broadcast at <http://sunsounds.org.listen>

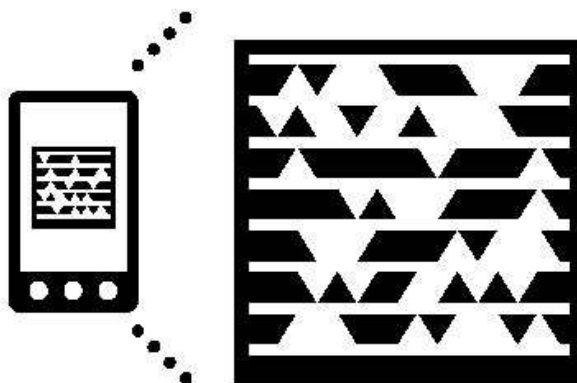
TELEPHONE: Sun Dial II is our telephone access system that recognizes members by phone number and provides access to the live broadcast, selected archived programs, and selected websites. Callers can surf newspaper websites using only their telephone.

How does one apply for service?

Simply call your nearest Sun Sounds affiliate in Flagstaff, Tucson or Tempe, or apply online at <http://sunsounds.org/apply>



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