



SATURDAY 1ST DECEMBER 2018
1PM - 9PM

VENUE:
SUNSHINE COAST STADIUM
FIELDS 1 & 2



craftbeersunshinecoast.com.au

SERVED HERE



ABOUT THE EVENT MANAGEMENT TEAM

Event Director, Tanya Taber is trained in the tourism industry, and has been responsible for developing and delivering successful events, including sponsorship activations across Australia for over 17 years. She understands what is required to deliver a successful event of any size.

Adam Hazelgrove once again is the Event Manager this year. His attention to detail, researching ability and designing skills only compliment the rest of our team.

We will have a team of over 80 volunteers who will be recruited and coordinated by our Volunteer Manger, Melissa West. Melissa has many years' experience in both event and hospitality management and will ensure we create a team that will bring together a seamless event for all involved.

Liz Weiss is our Sponsorship Manager and her knowledge and experience across multiple industries ensures she understands what small businesses need to educate and inspire them with their marketing goals with regards to sponsorship.

WHAT THE EVENT IS ABOUT:

We have harvested the best local craft beer and cider brewers from around the country to congregate on the beautiful Sunshine Coast and share their products and knowledge with thousands of craft beer fans. Together with live music and entertainment all afternoon/evening, an array of food options, and even wine this is a combination that is sure to please anyone on the first day of the 2018 summer!





EVENT MARKETING & PROMOTIONAL ACTIVITY

Website, Facebook (1,901 followers with over 9.5k interested in the inaugural event, Instagram (565 followers) radio (Hot 91), VSC, Channel 7, SCD

REACH 230K

Of coverage value achieved

COVERAGE ACHIEVED ACROSS

- TV, Radio
- Sunshine Coast Daily
- Online and Social Media
- Newsletters
- Posters
- Letterbox Drop
- Free tickets and tastings donated to school fete's in the area
- Promotional Golf Days



Reach of **104,307**

Over **1,500**

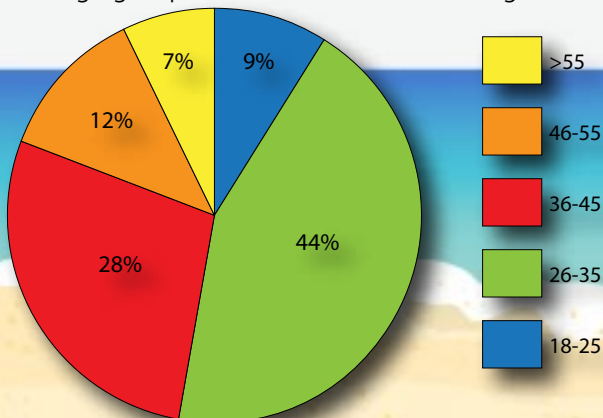
Page likes

Over **9,000**

Audience engagement with likes, comments and shares on posts

TARGET MARKET

Age groups / MID-HIGH Income Range





2017 EVENT



2018 EVENT

Supporting partners - VSC, SCC, First Choice, Hot91.1, Sunshine Coast Daily, Sneaky Baron. Hot91.1 will be managing and booking the artists for the entertainment.

The Original Craft Beer & Cider Festival on the Sunshine Coast LOVE our sponsors and our package has to be the BEST VALUE Sponsorship deal in Australia so WHY NOT Sponsor a beer at the biggest Craft Beer & Cider Festival here on the Sunshine Coast with over 200 brews to try all in the one place. From our local brewers to local brewers from all around Australia and New Zealand!

Total PR Value for the whole event exposure is over \$78,000!

Partners, in any event, are the foundation of an event's success.





PRESENTING PARTNERS SPONSOR

1 available - SOLD

\$25,000

- First Choice as Presenting Partner Sponsorship Offer with Hot91.1
- Advert featuring your company name/logo and full page advertisement in the Craft Beer and Cider Festival Program
- Branding in all media, Hot91.9 Radio Station (as per proposal from Hot91.1). Channel 7TWO Sunshine Coast (58 spots, 17 days out from the event). Sunshine Coast Daily Newspaper. 1 MREC (20,000) impressions on the Sunshine Coast Daily website over 2 weeks. 1 x Mobile Adhesions + AFT Buyout (reach is 40,000 per day) 4 pages of advertising space in any SCNC newspaper product. 1 page of space in any SCNC community newspaper. 2 week reader promotion in the Sunshine Coast Daily. Editorial – Meet the brewers in Life&Style weekend Magazine (weekly – 2 months). Beer stories with brewers (fortnightly – 8 weeks). 2 week reader promotion in the SCD.
- Branding in all print media, posters (2,000), and flyers (5,000).
- Advertising on our website and all social media sites from July 1st to December 1st 2018
- Ten (10) VIP Parking spots.
- Ten (10) Access to VIP area (includes access to beer, cider, wine, Kenilworth cheese platters, private area including amenities).
- Thirty (30) General Admission tickets.
- Thirty (30) Festival Souvenir Hats.
- Thirty (30) Festival Glasses
- Two (2) Stalls at Craft Beer & Cider Festival.

TOTAL VALUE: \$78,870.00





STAGE SPONSOR

~~1 available~~ SOLD

\$9,900

- Sunshine Coast Daily Stage Sponsorship Offer
- Branding on the Music Stage
- Advert featuring your company name/logo and full page advertisement in the Craft Beer and Cider Festival Program
- Branding in all print media, posters (2,000), and flyers (5,000).
- Advertising on our website and all social media sites from July 1st to December 1st 2018
- Ten (10) VIP Parking spots.
- Ten (10) Access to VIP area (includes access to beer, cider, wine, Kenilworth cheese platters, private area including amenities).
- Thirty (30) General Admission tickets.
- Thirty (30) Festival Souvenir Hats.
- Thirty (30) Festival Souvenir T-Shirts
- Thirty (30) Festival Glasses

TOTAL VALUE: \$19,470.00





SOCIAL MEDIA DISPLAY PARTNER

2 available

\$3,500 EACH

- Your logo and link to your website on each page of craftbeersunshinecoast.com.au and our social media sites from August to December with a reach of over 250k per month.
- Your company social media posts/photos displayed with hashtag and company logo displayed on the festival big screen throughout the afternoon/evening.
- Quarter page advert in the festival programme.
- Up to five (5) of your company representatives roaming the festival for photo/live stream opportunities with attendees to be displayed on the festival big screen.
- Five (5) general admission tickets.

TOTAL VALUE: \$8,100





FESTIVAL TASTING GLASS

1 available - SOLD

\$3,000 plus cost of glasses

- Your logo printed on all tasting glasses.
- Your logo and link to your website on each page of craftbeersunshinecoast.com.au and our social media sites from August to December with a reach of over 250k per month.
- Your company logo displayed throughout the afternoon/evening on festival big screen.
- Quarter page advert in the festival programme.
- Five (5) general admission tickets.

TOTAL VALUE: \$8,578.00



SERVED HERE



FESTIVAL BEER GARDEN

1 available - SOLD

\$6,000

- Your company branding throughout the beer garden.
- Your logo and link to your website on each page of craftbeersunshinecoast.com.au and our social media sites from August to December with a reach of over 500k for the duration of the campaign.
- Your company logo displayed throughout the afternoon/evening on festival big screen.
- Quarter page advert in the festival programme.
- Six (6) general admission tickets.

TOTAL VALUE: \$14,487.00





WRISTBAND SPONSOR

2 available- SOLD

\$2,000 plus cost of wristbands

- Your logo printed on all wristbands.
- Your logo and link to your website on each page of craftbeersunshinecoast.com.au and our social media sites from August to December with a reach of over 250k per month.
- Your company logo displayed throughout the afternoon/evening on festival big screen.
- Quarter page advert in the festival programme.
- Six (6) general admission tickets.

TOTAL VALUE: \$6,578.00





SPONSOR A BEER

188 available

\$399

- Your logo and link to your website on the sponsors page of craftbeersunshinecoast.com.au and our social media sites from August to December with a reach of over 500k per month.
- Your company logo displayed throughout the afternoon/evening on festival big screen.
- Your logo in the festival programme.
- Your QR code with your offer displayed at the Craft Brewers stand.
- Six (6) general admission tickets.

TOTAL VALUE: \$1,140





PRIVATE VIP FUNCTION

229 available

GROUP BOOKINGS

Looking for a private space for you and your nearest and dearest?
Gain access to the fully catered VIP Beer Garden, roped off and secured with a VIP security guard for extra space protection from sneaky space snatchers!
Email info@craftbeersunshinecost.com.au for prices.

Here's the perks:

- Priority festival entry
- Fully catered private space with food and drink
- Craft Beer & Sunshine Coast Festival Glass
- Group photo
- Exclusive reserved space in a roped off VIP area thanks to Stilus Design and Construction
- VIP Amenities (long bathroom queues, no thanks!)
- Automatic bus registration and service from Mooloolaba, Maroochydore, and Caloundra
- 5 tasting Tokens (50mls)
- Festival Program to plan your day the right way

VIP ticket only includes all the above for \$150pp

