



Option 1.

Naming rights for the Brewcage...."proudly supported by YOUR COMPANY NAME"

The Brewcage, for the first time ever, provides a reserved seat at a table, in a marquee, and includes General Admission, \$20 worth of tasting tokens each, a two course meal, and a selection of craft beers from the private bar that aren't available elsewhere in the Festival (wine is also available).

We will provide YOUR COMPANY NAME with a table of 10 for the Friday night degustation dinner as well as a table of 10 in the Brewcage, or a combination of both.

We will also be running your sponsor logos on our website and on the about to be installed LED scoreboard during the festival.

We will run an EDM campaign to the all the sponsors and brewers introducing The Ballarat Beer Festival is arguably the premier regional Australian Craft Beer festival attracting over 7000 punters per year for the last four years.

I suggest you review our Facebook page (as well as Twitter and Instagram) to gauge the social media strategy as well as review our website for further information.

If you need any further information/clarification, please don't hesitate to call. as a sponsor. We will also introduce Bintani to our social networking members

Option 2.

Pop up WiFi \$5500

As the web site well become interactive on the day, we are planning to offer free WiFi to cope with 8000 attendees. This is very new technology and involves 3 x 2 metre tall towers, each about 450mm square, which searches across Telstra and Optus towers further away and uses their bandwidth rather than overload the locally situated tower. This is not cheap technology to hire, as it is quite complex in that it controls the user to only visit our website, facebook, twitter and instagram.

It does have the capability to produce pop up ads during the attendees use. The towers are designed so that your logo and/or message can be displayed on all 4 sides

We will provide a table of 10 in the Brewcage to YOUR COMPANY.

We will run an EDM campaign to the all the sponsors and brewers introducing YOUR COMAPNY as a sponsor. We will also introduce YOUR COMPANY to our social networking members

I suggest you review our Facebook page (as well as Twitter and Instagram) to gauge the social media strategy as well as review our website for further information. If you need any further information/clarification, please don't hesitate to contact Ric Dexter, Festival Director.

ric@ballaratbeerfestival.com.au