

SPONSORSHIP INFORMATION



2018

ABOUT THE FESTIVAL

The fifth annual Beers of the Burgh Festival will once again bring together innovative brewers and ale enthusiasts to sample an unprecedented variety of beers unique to the Three Rivers region. We're talking 50+ local breweries and over 100 of their finest lagers, ales, ciders, stouts, and porters. The event on June 2, 2018 will feature live music, entertainment, and delicious eats from some of Pittsburgh's best food trucks. Now in its fifth year, this exclusive event attracts more than 2,000 participants. Tickets for the last four festivals have quickly sold out and we are expecting the same for 2018.

WHY SPONSOR?

In our 4 year history of hosting bi-annual festivals, we've raised more than \$100,000 for local charities, including Neighborworks Western Pennsylvania, Variety The Children's Charity and The Rivers of Steel Heritage Corporation. At this spring's event, proceeds will benefit The Rivers of Steel Corporation and their mission to the preservation of historical sites including the historic Carrie Furnace, which will house the event.

With more than 2,000 individuals in attendance and 50+ local breweries involved, your company will gain incredible visibility / awareness at one of Pittsburgh's premier brewing events. As a sponsor, you will receive complimentary festival tickets, T-shirts, and your company's logo on the festival website and select marketing materials. Additional benefits - such as exhibitor opportunities, VIP tickets, and promotional consideration - are available at premier sponsor levels. All sponsorship levels are tax deductible and a description of each level and benefits are detailed in the following table.

ABOUT RIVERS OF STEEL HERITAGE CORPORATION

Rivers of Steel Heritage Corporation conserves, interprets and develops historical, cultural and recreational resources throughout western Pennsylvania, with a mission to link our colonial and industrial heritage to the present and future economic and cultural life of the region and the communities it serves. Rivers of Steel works to both celebrate our past and embraces our future, by connecting people to their environs.

To achieve these ends, Rivers of Steel fosters and promotes resource conservation and development, heritage tourism, cultural and educational programs and economic revitalization in partnership with hundreds of local communities in the greater Pittsburgh area, and along the Monongahela, Allegheny and Ohio River valleys, the very places that gave birth to the most powerful industrial heartland the world has ever seen.

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PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
\$5,000+	\$2,000+	\$1,000+	\$500+
1 AVAILABLE	2 AVAILABLE		

ASSET NAMING RIGHTS (“PRESENTED BY” BANNER) AT EVENT & WEBSITE	✓			
EXHIBIT SPACE	✓ (PREMIER PLACEMENT)	✓ (PREMIER PLACEMENT)	✓	
BANNER(S) AT FESTIVAL	3 (PREMIER PLACEMENT)	2 (PREMIER PLACEMENT)	1	1
HOSPITALITY TICKETS				
VIP TICKETS (\$59 VALUE EA)	10	8	4	2
TASTING GLASSES	10	8	4	2
OFFICIAL EVENT T-SHIRTS	10	8	4	2
PROMOTIONAL MATERIALS AND ADVERTISING				
LOGO ON TASTING GLASSES	✓			
LOGO ON OFFICIAL EVENT T-SHIRTS	✓			
ADVERTISEMENT/COUPON ON ALL PRINTED TICKETS		✓		
LOGO ON FRONT PAGE OF FESTIVAL WEBSITE	✓			
LOGO AND LINK ON FESTIVAL WEBSITE	✓	✓		
LOGO ONLY ON FESTIVAL WEBSITE			✓	✓
LOGO ON EVENT PROGRAM	✓	✓	✓	✓
LOGO ON ALL PRINT AND ELECTRONIC MARKETING MATERIALS (IF COMMITTED BY 3/14)	✓			
MENTIONS ON SOCIAL MEDIA	3	2	1	

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Not sure what package is right for you? Tell us a little more about what your interests are and we would be happy to put together a custom sponsorship package for you.

Check the following boxes that are important to you:

- Asset Naming Rights (example: Stage Sponsorship)
- Exhibit Space
- Banner at Festival
- 2 Tickets to Event
- 4 Tickets to Event
- 8+ Tickets to Event
- Logo on Tasting Glasses
- Logo on Event T-Shirts
- Advertisement / Coupon on Printed Tickets
- Coupon On Event Program
- Logo on Festival Website
- Logo on Event Program
- Logo All Print and Marketing Materials
- Mentions on Social Media

SPONSORSHIP FORM



2018

NAME OF ORGANIZATION (AS YOU WOULD LIKE IT LISTED ON MATERIALS):	

CONTACT PERSON:	

STREET ADDRESS:	

CITY, STATE, ZIP:	

PHONE:	ALTERNATIVE PHONE:
_____	_____
FAX:	EMAIL:
_____	_____

Please select the level at which you would like to sponsor and whether you will have an exhibitor booth (if applicable).

<input type="checkbox"/>	\$5,000	Platinum Sponsor	<input type="checkbox"/>	Will you have an exhibitor booth?
<input type="checkbox"/>	\$2,000	Gold Sponsor	<input type="checkbox"/>	Will you have an exhibitor booth?
<input type="checkbox"/>	\$1,000	Silver Sponsor		
<input type="checkbox"/>	\$500	Bronze Sponsor		

Checks should be made out to Rivers of Steel

Questions? Contact Mark Turic by phone at 330-565-5899
or by email at mark@beersoftheburgh.com

Thank you for your support!

Return the form:

By email:

mark@beersoftheburgh.com

By mail:

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