

SPONSORSHIP INFORMATION



ABOUT THE FESTIVAL

The Beers of the Burgh Festival brings 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 3, 2023 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 2,500 participants.

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.

WHY SPONSOR?

With more than 2,500 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.

SPONSORSHIP INFO



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



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).

\$5,000

Platinum Sponsor

Will you have an exhibitor booth?

\$2,000

Gold Sponsor

Will you have an exhibitor booth?

\$1,000

Silver Sponsor

\$500

Bronze Sponsor

Checks should be made out to Rivers of Steel

Questions? Email us at beersoftheburgh@gmail.com

Thank you for your support!

Return the form:

By email:

beersoftheburgh@gmail.com