



Between the Bluffs Beer, Wine & Cheese Fest

Marketing/Sponsorship Opportunities

“KEG” Sponsorship Level – \$1,000

- 4 VIP Tickets (*includes 4 tickets to the Pre-Fest Party Friday, April 23, 4 T-shirts, 4 souvenir glasses, 1 ½ hour early access to the fest, access to the VIP tent with complimentary food & samplings*)
- Sponsor provided banner will be hung at fest entrance day of event
- Full Page Ad (Black & White) in the Program Book handed out to all attendees.
- Banner logo on the homepage of www.betweenthebluffsbeerfest.com with direct link to sponsor’s website.
- Sponsor logo on www.facebook.com/betweenthebluffs and www.twitter.com/BeerWineCheese
- Acknowledgement in Media Releases
- Booth where you can display your information in the NEW “Between the Bluffs Academy”

“GROWLER” Sponsorship Level – \$500

- 2 VIP Tickets (*includes 2 tickets to the Pre-Fest Party Friday, April 23, 2 T-shirts, 2 souvenir glasses, 1 ½ hour early access to the fest, access to the VIP tent with complimentary food & samplings*)
- ½ Page Ad (Black & White) in the Program Book handed out to all attendees.
- Booth where you can display your information in the NEW “Between the Bluffs Academy”
- Sponsor logo on the www.betweenthebluffsbeerfest.com with direct link to sponsor’s website.
- Sponsor logo on www.facebook.com/betweenthebluffs and www.twitter.com/BeerWineCheese
- Acknowledgement in Media Releases

“PINT” Sponsorship Level – \$100

- 2 General Admission Tickets
- Sponsor logo on the www.betweenthebluffsbeerfest.com with direct link to sponsor’s website.
- Sponsor logo on www.facebook.com/betweenthebluffs and www.twitter.com/BeerWineCheese
- Acknowledgement in Media Releases

CUSTOMIZE A SPONSORSHIP

- We are eager to work with you and open to sponsorship ideas that are not listed. Just give us a call!
- Brian Meeter (608) 782-2250 or Clarissa Bates (608) 782-2220
sports@explorelacrosse.com or bates@explorelacrosse.com



Sponsor Contract

Contact Name _____

Organization _____

(Organization name will be used on promotional material. Be sure spelling and punctuation is correct.)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Web Site _____

Organization Description: _____

I _____ of _____ agree to pay
(Authorized agent) (Organization named above)

the sum of \$ _____ for a _____ sponsorship for the 8th Annual Between the Bluffs Beer,
Wine and Cheese Fest.

Authorized Signature

Date

Between The Bluffs Beer, Wine & Cheese Festival

QUICK FACTS

Event Date: Saturday April 24, 2010

Southside Oktoberfest Grounds ~ Downtown La Crosse

12:30 p.m. VIP Access

2:00 – 6:00 p.m. General Admission

2010 Admission Cut-Off 3,200 (200 VIP tickets)

- Set up for event: Friday, April 23, 2010 beginning at 12:00 p.m. – 9:00 p.m.
- All exhibitors are invited to the VIP party Friday, April 23. Time and place TBD.
- Event marketing through the following media channels:
 - Between The Bluffs Web Site www.betweenthebluffsbeerfest.com
 - Facebook (445 Fans as of 11/18/09) www.facebook.com/betweenthebluffs
 - Twitter (42 followers as of 11/18/09) www.twitter.com/BeerWineCheese
 - Explore La Crosse Web Site www.explorelacrosse.com
 - La Crosse Area Sports Commission Web Site www.lacrossesportscommission.com
 - Between The Bluffs “Barstool News” Quarterly Newsletter
 - What’s Happening in the La Crosse Area Weekly Blast email (1,200 contacts)
 - La Crosse Area Sports Commission Newsletter
 - Local media promotions (radio, local publications, news papers, etc.)
 - Trade publication, event calendars, media articles
 - Several festival and beer related websites
 - Greater La Crosse Sports Connection Magazine

Lodging Accommodations:

Lodging Accommodations can be made in advance at the GrandStay Residential Suites for all vendors and exhibitors. Be sure to mention “Between the Bluffs” to receive the \$82.00 and \$92.00 group discount. GrandStay Residential Suites is located directly behind the Southside Oktoberfest Grounds. Call directly for reservations: (608) 796-1615.