

## Sponsorship Opportunities for Maui Brewers Festival 2018

*A fundraiser for the Maui Arts & Cultural Center*



### Event Overview:

The Maui Brewers Festival is one of Maui's favorite festivals and a fundraiser for the Maui Arts & Cultural Center! Every ticket includes craft beer tastings from local and national craft breweries and breweries, unlimited island-style pūpū from local restaurants and caterers, live music, door prizes, a home brew competition, and lots of fun!

Funds raised from enjoying a brew and 'ono grinds with friends go towards the MACC's many arts and cultural programs. The impact is great for our Maui community, as the MACC is host to more than 1,700 events, reaching over 230,000 people per year – from art education programs for students and teachers, to free festivals and gallery exhibitions, to world-class performances in our multiple venues, to Hawaiian cultural events.

### Contact:

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## Porter Sponsor - \$10,000 cash

### *Membership:*

- **One Maui Arts & Cultural Center Koa Club Business membership** (includes pre-show table service, reserved parking at shows, personal ticketing services, discounts on tickets, and invitations to special VIP donor MACC events) **Value: \$5,000**

### *Tickets:*

- **20 VIP tickets** (\$120/ticket + fees) - includes reserved parking passes, early entry, commemorative T-shirt, beer glass and beer caddy lanyard **Value: \$2,500**
- **Option to purchase up to 10 General Admission tickets @ MACC staff price-** (\$32.50/ticket + \$5 fee)- NO early entry-\$32.50 value difference **Value: \$325.00**

### *Marketing:*

- **Logo placement and recognition in Event brochure** handed out to all attendees
- **Business Logo placed on Maui Brewers Festival t-shirt sleeve**
- **Business Logo in major marketing materials for the Maui Brewers Festival:**

- **Logo and name recognition** in May SHOWS brochure with 8,500 mailed and distributed island-wide
- **Name recognition** on email messaging to MACC list of members, supporters and targeted audience
- **Logo** on select print ads in magazines/newspapers
- **Logo** on posters/flyers/cards; name **recognition** in press releases and select social media postings
- Opportunity for **radio on-air interviews**
- **Logo recognition** on MACC website- on the Event Calendar MBF page
- **Link to your website** in the Support Us- Special Events- MBF page on the MACC website
- **Sign banner placement** at event, in the form of a banner (*other signage opportunities available*)
- **Business name recognition** on monitors at the Box Office during weeks leading up to the event
- **Business name recognition** by event emcee, including **tagline messaging**

*Estimated Marketing Value: \$2,200*

**ESTIMATED VALUE: \$10,025.00**

### **Stout Sponsor - \$5,000 cash**

#### ***Membership:***

- **One Maui Arts & Cultural Center Naupaka Club Business membership** (includes charging privileges at the bar, discounts on tickets, and invitations to special donor events)  
*Value: \$2,500*

#### ***Tickets:***

- **10 VIP tickets** (\$120 per ticket + fees) - includes reserved parking passes, early entry, commemorative T-shirt, beer glass and beer caddy lanyard  
*Value: \$1,250*

#### ***Marketing:***

- **Inclusion in selected marketing materials for the Maui Brewers Festival:**
  - **Logo recognition** in May SHOWS brochure with 8,500 mailed and distributed island-wide
  - **Name recognition** on email messaging to MACC list of members, supporters and targeted audience
  - **Logo** on select print ads in magazines/newspapers
  - **Logo** on posters/flyers/cards
  - **Name recognition** in press releases and select social media postings
- **Logo placement and recognition in Event brochure** handed out to all attendees
- **Sign/banner placement** at event, in the form of a wind banner

- Business name recognition by event emcee

*Estimated Marketing Value: \$1,300*

ESTIMATED VALUE: \$5,050

### Ale Sponsor - \$2,500 cash

#### *Membership:*

- One Maui Arts & Cultural Center Maile Club Business membership (includes complimentary 4-hour use of a meeting room, discounts on tickets, and invitation to special donor events) *Value: \$1,500*

#### *Tickets:*

- 5 VIP tickets (\$120 per ticket + fees) - includes reserved parking passes, early entry, commemorative T-shirt, beer glass and beer caddy lanyard *Value: \$625*

#### *Marketing:*

- Name or logo recognition in selected marketing materials for the Maui Brewers Festival: select print pieces, select social media postings, press release, MACC website
- Sign banner placement at event, in the form of a wind banner
- Business name recognition by event emcee
- Recognition and name placement in Event Brochure

*Estimate Marketing Value: \$800*

ESTIMATED VALUE: \$3,050

### Lager Sponsor - \$1,500 cash

#### *Membership:*

- One Maui Arts & Cultural Center Silversword Club Business membership (includes advance ticket buying privileges, discounts on tickets, and member behind-the-scenes tour) *Value: \$650*

#### *Tickets:*

- 2 VIP tickets (\$120 per ticket + fees) - includes reserved parking passes, early entry, commemorative T-shirt, beer glass and beer caddy lanyard *Value: \$250*

#### *Marketing:*

- Sign banner placement at event
- Business name recognition by event emcee
- Recognition and name placement in Event Brochure
- Name recognition on MACC website

*Estimate Marketing Value: \$600*

ESTIMATED VALUE: \$1,500