

SOLD OUT TWO YEARS IN A ROW!



Limited-Release Beers, World-Class Breweries, and Unlimited Pours

3rd Annual Minnesota Craft Beer Festival
Minneapolis-St. Paul, MN • April 14, 2018
MinnesotaCraftBeerFestival.com

What is the Minnesota Craft Beer Festival?

Enthusiasts of craft beer and brewing will come together for the third annual *Minnesota Craft Beer Festival* (MCBF) at the Minneapolis Convention Center. The festival will feature nearly 100 craft breweries, both national and local, offering unlimited tastings of more than 275 specialty craft beers, including both rare and limited-distribution beers.

Beer tasting will be featured in one grand session on Saturday, April 14 from 1-5 p.m. Each participating brewery will bring at least one taproom-only or rare, limited-release beer for the session. The festival will have live music, attracting fans and providing a nice complement to the tasting session.

What do attendees get?

Tasting tickets include access to *Minnesota Craft Beer Festival* and all the tasty pours attendees can responsibly enjoy. Early entry tasting tickets grant guests access to the event one hour early (1 p.m.). The event will end at 5 p.m. sharp. A portion of all ticket sales will be donated to Twin Cities Habitat for Humanity.

Event organizer

The *Minnesota Craft Beer Festival* is organized by Unfiltered Media Group, LLC, based in Fort Collins, Colo. and Kalmbach Publishing Co., of Waukesha, Wis. Kalmbach Publishing Co. has a strong background in event planning and publishing. Unfiltered Media Group publishes *Craft Beer & Brewing Magazine*® as well as BeerandBrewing.com, and offers an assortment of online brewing and beer education classes and a number of unique beer and brewing events. Our combined resources allow us to organize and host a high quality event that uniquely caters to the craft beer consumer.

Sponsorships

Place your brand in front of 4,000+ craft beer enthusiasts with one of our robust sponsorship programs. Details on our sponsorship programs are included. Don't see exactly what you're looking for? We'd be happy to customize a sponsorship that meets your marketing goals! Sponsorships are limited and are first come, first served, so please contact us early to assure you don't miss this unique opportunity.

Email or call us to reserve your sponsorship:

Mary KinCannon
mkincannon@beerandbrewing.com
888.875.8708 x704

Scott Redmond
sredmond@kalmbach.com
888.558.1544 x533



SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor \$2,999	Platinum Sponsor \$1,999	Gold Sponsor \$1,250	Silver Sponsor \$750	Bronze Sponsor \$500	Exhibitor* \$350	NEW! Brewers' Sponsor \$750
Exclusive Promotions							
Festival Entertainment Area • Sponsor signage near stage • Acknowledgment from stage	X						
Commemorative Tasting Glassware • Logo placement on glassware	X						
Attendee Wristbands • Logo placement on wristbands		X					
Advertising							
Ad in Event Program	9.75"x3.5"	4.75"x3.5"	4.75"x3.5"	2.25"x3.5"			
Logo Placement/ Recognition							
Official Signage at Event	X						
Event program	X	X	X	X	X		
Craft Beer & Brewing eNewsletter • Reaches 60,000 subscribers	X	X	X	X	X		
MinnesotaCraftBeerFestival.com	X	X	X	X	X	X	
Included Exhibit Space	10 x 20 <i>Premium Placement</i>	10 x 20	10 x 20	10 x 10	10 x 10	10 x 10	
Included Exhibitor Badges	8	4	4	4	2	2	
Included Early Admission Passes	8	6	4				2
Brewers Swag Bag • Logo/website placement on bag • Catalog or collateral placement							X
E-Blast to Brewers							X

* Food vendors providing samples receive 20% off any Exhibitor sponsorship.