



# SPONSORSHIP OPPORTUNITIES

## **KING OF PRUSSIA BEERFEST ROYALE** The Biggest Party in the 'Burbs Returns!

OCTOBER 6 & 8 | [KOPBEERFEST.COM](http://KOPBEERFEST.COM)

Align your business with suburban Philadelphia's must-attend outdoor beerfest, featuring 100+ beers, live music, KOP's best restaurants, photo ops and so much more all under grand tents at the King of Prussia Mall.

**AUDIENCE: 2,900+ ATTENDEES**





### Title Sponsor | SOLD OUT

- Recognized as a Title Sponsor of KOP Beerfest
- Linked logo featured prominently on website
- Logo included on all event collateral
- Branded and reserved 20X40 lounge tent at both events
- Five (5) on-site banners on exterior fencing of event, facing heavily trafficked area
- Banner advertising on a minimum of four (4) eblasts, sent to list of 9,100+
- Fifty (50) tickets to King's Plate and twenty five (25) tickets to the Main Event
- Special rate for additional tickets: 50% off
- Highlighted in opening paragraph of all press releases
- At least five (5) posts on all KOP Beerfest social media channels
- Dedicated eblast, sent to list of 10,000+



### Barrel Sponsor | \$7,500

- Recognized as a Barrel Sponsor of KOP Beerfest
- Linked logo featured prominently on website
- Logo included on all event collateral
- Branded and reserved 20X20 lounge tent at King's Plate
- Four (4) on-site banners on exterior fencing of event, facing heavily trafficked area
- Banner advertising on a minimum of two (2) eblasts, sent to list of 9,100+
- Ten (10) tickets to King's Plate and twenty (20) tickets to the Main Event
- Special rate for additional tickets: 40% off
- Highlighted in all event press releases and media alerts
- At least four (4) posts on all KOP Beerfest social media channels



### In-kind Sponsor | \$6,000+ worth of goods/services

- Opportunity to be named official industry sponsor (i.e. "Official Print Sponsor")
- Linked logo featured prominently on website
- Logo included on all event collateral
- Three (3) on-site banners on exterior fencing of event, facing heavily trafficked area
- Banner advertising on a minimum of two (2) eblasts, sent to list of 9,100+
- Fifteen (15) tickets to King's Plate and twelve (12) tickets to the Main Event
- Special rate for additional tickets: \$15 off
- Highlighted in all event press releases and media alerts
- At least three (3) posts on all KOP Beerfest social media channels



### Growler Sponsor | \$5,000

- Linked logo featured on website
- Naming rights for Beerfest attributes (i.e. "[YourCompanyName] Beer Garden")
- Two (2) on-site banners on exterior fencing of event, facing heavily trafficked area
- Five (5) tickets to King's Plate and four (4) tickets to the Main Event
- Special rate for additional tickets: \$15 off
- Highlighted in all event press releases and media alerts
- At least two (2) posts on all KOP Beerfest social media channels

### Pint Sponsor | \$3,500

- Linked logo featured on website
- One (1) on-site banners on exterior fencing of event, facing heavily trafficked area
- Five (5) tickets to King's Plate
- Special rate for additional tickets: \$10 off
- Highlighted in all event press releases and media alerts
- At least one (1) post on all KOP Beerfest social media channels

QUESTIONS? Contact [Rachel@kopbid.com](mailto:Rachel@kopbid.com)

[KOPBEERFEST.COM](http://KOPBEERFEST.COM)