



# DRINK DURHAM

## SPONSORSHIPS

Durham is a vibrant and engaged community, full of innovative new ideas and people. A Drink Durham Sponsorship allows you to connect your products, people, and services to this ongoing conversation.

### ★ MAJOR THE BULL

**\$15,000 - 1 AVAILABLE**

#### BENEFITS

- Banner ad on Drink Durham's landing page online
- Logo on Drink Durham's main webpage with click through
- **Team invited to spend a day with Durty Bull Brewing Company brewing a beer, help name it, and learning about the brewing process**
- **20 Drink Durham festival admission tickets and glassware with 200 tokens**
- 20 Invitations to sponsorship kick off party
- Access to brewer's lounge with buffet
- Option to have a 20x20 space in prominent location and optional ability to give away items
- Logo on festival poster
- Mention in press release
- Logo on music stage banners
- Logo on event T-shirt
- 'Thank you' announcement from stage for your sponsorship
- Shout-outs on Drink Durham's Facebook, Twitter, and/or Instagram pages
- Logo displayed throughout the day on big screen TV.
- Logo with click through prominently displayed on sponsor section of website
- Logo featured in Drink Durham FB page sponsor album & e-newsletter promotions
- Mention in radio ads as festival presenter

### ★ CHESTERFIELD

**\$7,500**

#### BENEFITS

- **10 Drink Durham festival admission tickets and glassware with 100 tokens**
- Option to have a 10x10 space in prominent location and ability to showcase in brewer's lounge and ability to give away items
- Access to brewer's lounge with buffet
- 10 Invitations to sponsorship kick off party
- Logo on festival poster
- Mention in press release
- Logo on music stage banners
- Logo on event T-shirt
- 'Thank you' announcement from stage for your sponsorship
- Shout-outs on Drink Durham's Facebook, Twitter, and/or Instagram pages
- Logo displayed throughout the day on big screen TV.
- Logo with click through prominently displayed on sponsor section of website
- Logo featured in Drink Durham FB page sponsor album & e-newsletter promotions

## ★ GOLDEN BELT

**\$5,000**

### BENEFITS

- **10 Drink Durham festival admission tickets and glassware with 100 tokens**
- Option to have a 10×10 space in prominent location
- 5 Invitations to sponsorship kick off party
- Logo on festival poster
- Mention in press release
- Logo on music stage banners
- Logo on event T-shirt
- 'Thank you' announcement from stage for your sponsorship
- Shout-outs on Drink Durham's Facebook, Twitter, and/or Instagram pages
- Logo displayed throughout the day on big screen TV.
- Logo with click through prominently displayed on sponsor section of website
- Logo featured in Drink Durham FB page sponsor album & e-newsletter promotions

## ★ AMERICAN TOBACCO

**\$2,500 (10 AVAILABLE)**

### BENEFITS

- **4 Drink Durham festival admission tickets and glassware with 20 tokens**
- Option to have a 10×10 space in prominent location
- Logo on music stage banners
- Logo on event T-shirt
- 'Thank you' announcement from stage for your sponsorship
- Shout-outs on Drink Durham's Facebook, Twitter, and/or Instagram pages
- Logo displayed throughout the day on big screen TV.
- Logo with click through prominently displayed on sponsor section of website
- Logo featured in Drink Durham FB page sponsor album & e-newsletter promotions
- Invitation to sponsorship kick off party

## ★ WICKED PISSA

**\$3,500**

### BENEFITS

- **5 Drink Durham festival admission tickets and glassware with 35 tokens**
- Logo/advertisement in front of every urinal and in every stall
- Option to have a 10×10 space in prominent location
- 'Thank you' announcement from stage for your sponsorship
- Shout-outs on Drink Durham's Facebook, Twitter, and/or Instagram pages
- Logo displayed throughout the day on big screen TV.
- Logo with click through prominently displayed on sponsor section of website
- Logo featured in Drink Durham FB page sponsor album & e-newsletter promotions
- Invitation to sponsorship kick off party

## ★ ENO RIVER

**\$1,000**

### BENEFITS

- **2 Drink Durham festival admission tickets and glassware with 5 tokens**
- Logo on music stage banners
- 'Thank you' announcement from stage for your sponsorship
- 1 shout-out on Drink Durham's Facebook, Twitter, and/or Instagram pages
- Logo displayed throughout the day on big screen TV.
- Logo with click through displayed on sponsor section of website

# SPONSORSHIP BREAKDOWN

Drink Durham Festival offers a range of sponsorship benefits based on exclusivity, brand recognition and price. This side-by-side checklist is designed to help with comparison of benefit options.

SPONSORSHIP FEATURES	MAJOR THE BULL	CHESTERFIELD	GOLDEN BELT	AMERICAN TOBACCO	WICKED PISSA	ENO RIVER
Banner ad on DDBF website homepage	✓					
Linked Logo on DDBF website homepage	✓					
Team invited to spend a day with Durty Bull Brewing Company brewing a beer, help name it, and learning about the brewing process	✓					
Mention in radio ads as festival presenter	✓					
Access to brewer's lounge with buffet	✓	✓				
Mention in press release	✓	✓	✓			
Logo on festival poster	✓	✓	✓			
Invitations to sponsorship kick off party	20	10	5	1		
Logo on event T-shirt	✓	✓	✓	✓		
Space in prominent location + give away options	20' x 20'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	
Shout-outs on DDBF Facebook, Twitter, Instagram	✓	✓	✓	✓	✓	1
Logo featured on DDBF Facebook page, sponsor album & e-newsletter promotions	✓	✓	✓	✓	✓	
DDBF festival tickets & glassware with tokens	20 TIX 200 TOKENS	10 TIX 100 TOKENS	10 TIX 100 TOKENS	4 TIX 20 TOKENS	5 TIX 35 TOKENS	2 TIX 5 TOKENS
Linked logo prominently displayed on sponsor page of website	✓	✓	✓	✓	✓	✓
Logo displayed throughout the day on big screen TV	✓	✓	✓	✓	✓	✓
'Thank you' announcement from stage	✓	✓	✓	✓	✓	✓
Logo/ad in front of every urinal and in every stall					✓	
Logo on music stage banners	✓	✓	✓	✓		✓

➔ MAJOR THE BULL  
\$15,000

➔ CHESTERFIELD  
\$7,500

➔ GOLDEN BELT  
\$5,000

➔ AMERICAN TOBACCO  
\$2,500

➔ WICKED PISSA  
\$3,500

➔ ENO RIVER  
\$1,000



**FOR MORE INFO, CONTACT:**

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