

APRIL 4th, 2020 Mill Creek Park

1500+ Attendees



PRESENTS

# Country & Craft

BEER FESTIVAL

Touring Country

Artists EXCLUSIVE  
VIP AREA

50+ Craft

Breweries

30+ Local

Restaurants

Local Charities

100% of Proceeds to

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2020 Country and Craft  
Beer Festival

**Sponsorship Package**



**The Bakersfield Active 20-30 Club Presents:  
6<sup>th</sup> Annual  
Country and Craft Beer Festival  
Saturday, April 4, 2020  
Central Park at Mill Creek, Bakersfield, CA**

The Country & Craft Beer Festival was a huge success in its fourth year in 2019! Sponsors and attendees helped raise over \$55,000 for Kern County children's charities, further adding to the \$1,000,000+ the Active 20/30 Club has donated to these charities over the past 10 years. The event couldn't have gone better with its refined atmosphere focused on craft beers, local businesses, and country music. We received nothing but great feedback from sponsors, vendors, and attendees! For 2020, the Country and Craft Beer Festival will stay located at the beautiful Central Park at Mill Creek in Downtown Bakersfield. This year we plan on building on our success from last year, further refining the event to become the go-to festival in Bakersfield. With beer festivals becoming more and more common, we are committed to providing the best experience for our sponsors as well as our festival attendees. The one thing the Active 20-30 Club is proudest of is 100% of the funds raised by the Country and Craft Beer Festival go to the children of Kern County.

**As a sponsor of the Country and Craft Beer Festival, here is what you can expect:**

- 1500+ Attendees
- 50+ craft breweries pouring multiple beers
- 20+ representatives from the breweries to talk about their beer
- 25+ of your favorite local restaurants and caterers serving delicious food
- Live nationally touring country bands on the main stage
- A relaxed atmosphere with specialty microbrews, unlimited food samples, and fun lawn games
- An exclusive VIP section with specialty beers, fully catered meals, and their own VIP music stage
- A fun day filled with good friends, great drinks, and an amazing time!
- Local media coverage
- VIP tickets allow attendees 1 hour early entrance
- Plus many more fun filled accents to the day's festivities

Attached is the sponsorship agreement for this year's Country and Craft Beer Festival.  
If you have any questions, or would like more information regarding sponsorships, please call:

**Darion Nunn**, Co-Chairman (661) 699-6760  
**Vance Elmore**, Co-Chairman (661) 381-0979

*or via email:* [beerfest@active2030.org](mailto:beerfest@active2030.org)

On behalf of the Active 20-30 Club and Kern County children's charities, we would like to thank you for your support!

# **The 6th Annual Country and Craft Beer Festival Sponsorship Agreement 100% of Proceeds to Benefit Kern County Children's Charities**

## **Official Band Sponsor                      \$5,000 (1 Available)**

- Main stage will include banners stating "Brought to you by (Your Company)"
- Between acts (Your Company) will be announced as band sponsor
- Company logo will be prominently displayed on promotional advertisement
- VIP Table – (20) VIP entrance tickets included
- Photo opportunities with the bands

## **Official Tasting Cup Sponsor              \$4,000 (0 of 1 Available)**

- Sponsorship will include logo on cups provided to every attendee
- Company logo will be prominently displayed on promotional advertisement
- One booth (table provided)
- VIP Table - (15) VIP entrance tickets included

## **VIP Section Sponsor                      \$2,000 (2 of 3 Available; for exclusive VIP sponsor \$4,000)**

- VIP Section will be "Brought to you by (Your Company)"
- Between acts (Your Company) will be announced as a VIP sponsor
- Banners with your company logo/information will be made available upon request
- Company logo will be prominently displayed on promotional advertisement
- VIP Table - (6) VIP entrance tickets included; (15) VIP entrance tickets with exclusive VIP package

## **VIP Wine/Liquor Sponsor                  \$2,000 (1 Available)**

- Wine/Liquor will be referred to as "Wine/Liquor provided by (Your Company)"
- Also available with trade in sufficient cases of wine to supply the event
- Banners with your company logo/information will be made available upon request
- Company logo will be prominently displayed on promotional advertisement
- VIP Table - (6) VIP entrance tickets included

## **VIP Specialty Beer Sponsor              \$2,000 (0 of 1 Available)**

- VIP Specialty Beer will be referred to as "VIP Specialty Beer provided by (Your Company)"
- T-Banners with your company logo/information will be made available upon request
- Company logo will be prominently displayed on promotional advertisement
- VIP Table - (6) VIP entrance tickets included

## **GA Ticket Sponsor                          \$2,000 (0 of 1 Available)**

- Sponsorship will include advertisement on all GA ticket purchases
- Company logo will be prominently displayed on promotional advertisement
- One booth w/ tables provided
- (6) VIP entrance tickets

## **VIP Ticket Sponsor                          \$2,000 (0 of 1 Available)**

- Sponsorship will include advertisement on all VIP ticket purchases
- Company logo will be prominently displayed on promotional advertisement
- VIP Table - (6) VIP entrance tickets included

**Uber Sponsor****\$3,500 (0 of 1 Available)**

- Company logo will be prominently displayed on promotional advertisement
- Banners with your company logo/information will be made available upon request
- VIP Table - (10) VIP entrance tickets included

**GA Auto Sponsor****\$1,000 (0 of 1 Available)**

- Company logo will be prominently displayed on promotional advertisement
- Space near entrance for vehicle of choice (“first thing seen by attendees”)
- VIP Table (6) VIP entrance tickets included

**VIP Table Sponsor****\$1,000 (15 of 30 Available)**

- Company name prominently displayed on the VIP table
- One reserved VIP Table with 6 seats
- One hour early admission
- Unlimited food and beverage tastings, fully catered meal.
- VIP Exclusive Beer Pouring Booth
- (6) VIP Tickets

**Corn Hole Sponsor****\$750 (1 of 2 Available; \$450 if own corn hole board provided)**

- Corn hole board prominently displayed for use during the event
- One corn hole board with custom design
- (2) VIP entrance tickets

**Gold Level Sponsor****\$1,500 (Unlimited)**

- Inclusion in promotional Facebook page (2,000+ followers)
- One booth w/ tables provided (option to have beer poured at booth)
- (4) VIP entrance tickets + (4) general admission tickets

**Silver Level Sponsor****\$750 (Unlimited)**

- One booth w/ tables provided (option to have beer poured at booth)
- (2) VIP entrance tickets + (2) general admission tickets

**Bronze+ Sponsor****\$500 (Unlimited)**

- One booth w/ tables provided (option to have beer poured at booth)
- (4) general admission tickets

**Bronze Level Sponsor****\$350 (Unlimited)**

- One booth w/ tables provided (option to have beer poured at booth)
- (2) general admission tickets

**Gold Corporate Responsibility Sponsor****\$1,500 (Unlimited)**

- Recognition plaque for donation
- (8) VIP tickets

**Silver Corporate Responsibility Sponsor****\$750 (Unlimited)**

- Recognition plaque for donation
- (4) VIP tickets

**Bronze Corporate Responsibility Sponsor****\$375 (Unlimited)**

- Recognition plaque for donation
- (2) VIP tickets



# CCBF2020 Important Information

**Event Date:** Saturday, April 4, 2020  
**Event Duration:** (VIP) 12:00pm - 5:00pm  
(GA) 1:00pm - 5:00pm

## IMPORTANT INFORMATION, PLEASE READ!!!

- Beer Pourers may be provided
- Booth space consists of: one – 10' x 5' space on grass or dirt, and one – 8' x 3' table. Canopies available on a first come basis. No chairs provided, but are welcome
- You must have a ticket for entrance into the event (this includes entrance to work a booth)
- ALL booth set-up must be completed by 11:00 am
- Please email Company logo for all \$750+ sponsors to:  
[beerfest@active2030.org](mailto:beerfest@active2030.org)

**Thank you for your support!**

DARION NUNN  
Event Chairman (661) 699-6760

VANCE ELMORE  
Event Co-Chairman (661) 381-0979



# CCBF2020 Sponsorship Acceptance Agreement

## Sponsorship Level:

Exc. Presenting	<input type="checkbox"/>	Cup	<input type="checkbox"/>	VIP Food	<input type="checkbox"/>	Silver	<input type="checkbox"/>	Bronze	<input type="checkbox"/>
Co- Presenting	<input type="checkbox"/>	VIP	<input type="checkbox"/>	VIP Wine	<input type="checkbox"/>	Corporate	<input type="checkbox"/>	Corn Hole	<input type="checkbox"/>
Ticket	<input type="checkbox"/>	VIP Table	<input type="checkbox"/>	Gold	<input type="checkbox"/>	Bronze+	<input type="checkbox"/>	Other	<input type="checkbox"/>

Value of Sponsorship \$ \_\_\_\_\_

Power is requested for booth operation

Sponsor Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: ( ) - \_\_\_\_\_

Email: \_\_\_\_\_

**Signature**

**Date**

*Please make checks payable to:*

**Active 20-30 Club #27  
Country and Craft Beer Festival  
P.O. Box 415  
Bakersfield, CA 93303**

**20-30 Member Contact**

**Name:** \_\_\_\_\_