

MAY 15, 2021

SOUTHERN CALIFORNIA EVENT

# 2021 Event sponsorship package



## MISSION VIEJO'S BREWS & BANDS

• Microbrew Festival | Live Music •



### ABOUT MISSION VIEJO'S BREWS AND BANDS MICROBREW FESTIVAL

The Mission Viejo's Brews and Bands Microbrew Festival is an outdoor event which takes place in the spring. The event is an all inclusive beer tasting event with unlimited samples of over 60+ craft beers, featuring spring seasonal releases that attracts hundreds of beer enthusiasts. This the perfect way to spend the afternoon; enjoying good beer, good vibes, live entertainment, fun activities, great community and tasty bites in a park setting and all for a good cause.

#### SPONSORSHIP LEVELS:

As a sponsor you will receive much recognition and publicity which includes:

#### TITLE SPONSOR — \$3,000 (EXCLUSIVE SPONSORSHIP)

- Company logo on event tasting glasses distributed to all participants.
- Company logo/name on event wristbands.
- Company logo on event signage (ex. entrance, stage, check-in, etc.).
- Company logo on step and repeat photo opportunity backdrop.
- Stage sponsor recognition (exclusive sign and banner on main stage).
- Company logo on official event website.
- Company logo on marketing materials.
- Company logo/name on event ticket.
- Company logo/name included on social media.
- Company logo on event shuttle.
- 20x10 Vendor booth in prime location at event (1) 20x10 Booth, (2) Tables, (4) Chairs.
- Verbal recognition at event from Main Stage.
- Eight (8) VIP admission tickets to the event.

#### EVENT SPONSOR — \$1,000

- Company logo on event signage (ex. entrance, near stage, check-in, etc.).
- Company logo on event website.
- Company logo on marketing materials.
- Company name on event ticket.
- Company logo on event shuttle.
- 10x10 vendor booth at event (1) 10x10 Booth, (1) Table, (2) Chairs.
- Verbal recognition at event from Main Stage.
- Four (4) VIP admission tickets to the event.

#### SUPPORTING SPONSOR — \$500

- Company logo on official event website.
- Company logo on marketing materials.
- 10x10 vendor booth at event (1) 10x10 Booth, (1) Table, (2) Chairs.
- Two (2) VIP admission tickets to the event.



## SPONSORSHIP OPPORTUNITIES

Title Sponsor (exclusive) \$3,000

Event Sponsor \$1,000

Supporting Sponsor \$500

#### LOCATION

Village Green at Oso Viejo Park

#### DEMOGRAPHICS

Predominantly high income Anglo and Asian families. Median household income is \$114,688. The overall median age is 45 years. Working middle class families. 77% Home Ownership.

#### MEDIA COVERAGE

Local TV and Newspapers, Social Media, Flyers, Local Magazines, Print and Digital Advertisements ENewsletters, Listings, OC Weekly and official website.

Official Event Website  
MVBrewsandBands.com

CUSTOM SPONSORSHIP  
PACKAGES ARE AVAILABLE.



The Mission Viejo's Brews and Bands proceeds will benefit the Mission Viejo Community Foundation.

CALL TODAY 562-495-5959

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special event by

“ ”  
Entertainment

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