

GRUB & BREW FEST

When: Saturday, April 27, 2019

What: Grub & Brew Fest is a beer/cider and food sampling event that takes place at Old Boys' Brewhouse in Spring Lake, MI. We invite local restaurants and caterers to compete in the Grub Fest Championship. What's the catch? They have to use that year's "key" ingredient in their samples that the jury and the public will vote on. Breweries and cider mills also compete for Brew Fest Champion. The event also has great live music and a fun atmosphere. It's a fun opportunity for people to get out of their house after being cooped up all winter!

Organized By: The Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg

Who Attends: Approximately 500-600 local residents and visitors from Grand Rapids, Holland and other surrounding areas.

Demographics: Our attendee survey from 2018 revealed that approximately 60% of attendees are female and 40% are male. The majority of attendees (57%) are between the ages of 25 and 45. As mentioned, the majority of attendees are from Grand Haven, Spring Lake, Ferrysburg, Grand Rapids, Holland and Muskegon, but some come from further away.



PARTNERSHIP OPPORTUNITIES

\$3,000 Premier Sponsor (1 Available):

- Event is presented by your company
- Space for display during event
- Company logo and link on website
- Company logo on event program
- 6 tickets to the event
- Social Media recognition

\$2,000 Party Deck Sponsor (Could be shared amongst multiple organizations):

- Old Boys' deck sponsored by your company
- Space for display on the deck during event—you could do something creative with it!
- Company logo and link on website
- Company logo on event program
- 4 tickets to the event
- Social Media recognition

\$1,000 Brewer Sponsor (1 Available):

- Your logo printed on the 500+ commemorative tasting glasses
- Space for display during the event
- Company logo and link on website
- Company logo on event program
- 3 tickets to the event
- Social Media recognition

\$500 Friends of Grub & Brew Fest (Multiple Available):

- Company logo on website
- Company logo on event program
- 2 tickets to the event
- Option to hang a banner at the event
- Social Media recognition

\$250 Grub & Brew Fest Supporters (Multiple Available):

- Company logo on website
- Company logo on event program
- Option to hang a banner at the event or 1 ticket to event
- Social Media recognition



Additional Details:

Extensive marketing and promotion are done for Grub & Brew Fest, both locally and regionally. Your sponsorship dollars directly support The Chamber's initiatives, like supporting local businesses. **Putting on an event like this would not be possible without the help of partners like you! Please consider adding Grub & Brew Fest to your budget this year.**

Company Name: _____ Contact Name: _____

Billing Address: _____

Email: _____ Phone: _____

Please note which opportunities you would be interested in and submit this form to **Mary** by March 22 at msherman@grandhavenchamber.org, or call **616.842.4910**. A separate sponsorship agreement will then be sent out.