

**CAROLINA CORE
BREWS FEST**

2024



SPONSORSHIP PACKAGE

CONTACT

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ABOUT CAROLINA CORE BREWS FEST

We are pleased to announce the inaugural Carolina Core Brews Fest, which will be held on April 27, 2024, at Truist Point Stadium. Forward High Point, Visit High Point, NC Beer Pride, and the City of High Point have partnered together to bring this exciting event to High Point, NC.

This event could garner more than 3,000 attendees and with over 420 breweries in North Carolina, this is a perfect opportunity to get your brand in front of a wide range of people and businesses. Early planning includes breweries and vendors from women and minority-owned businesses and veteran-owned businesses. A recent report states that the beer industry in North Carolina is supporting over 75,000 jobs and adding more than \$12.8 billion to the state's economy.

Not only is this event a wonderful addition to High Point's 2024 lineup, but it encompasses strategic visioning for both Forward High Point and Visit High Point. It will highlight our three local breweries and one of the first North Carolina urban wineries.

If this is something you would like to consider, we would be pleased to continue this conversation. Your sponsorship would make the inaugural Carolina Core Brews Fest a huge success.

Please feel free to contact Forward High Point with any questions.



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SPONSORSHIP LEVELS

PRESENTING SPONSOR \$25,000

- Top Logo Recognition on all event signage & promotional materials
- Email and Social Media promotion
- Exclusive booth placement at Festival entrance or near Premium Breweries
- Sponsor video recognition at event on the jumbo screen
- Sponsor recognition during the event on the jumbo screen
- "Presenting Sponsor" mentioning on all advertisement
- 15 VIP Entry Tickets
- 15 VIP Parking Passes
- 15 Swag Bags

GOLD SPONSOR \$15,000

- Logo Recognition on all event signage & promotional materials
- Email and Social Media promotion
- Booth placement at Festival entrance
- Sponsor video recognition at event on the jumbo screen
- Sponsor recognition during the event on the jumbo screen
- "Gold Sponsor" mentioning on all advertisement
- 10 VIP Entry Tickets
- 10 Parking Passes
- 10 Swag Bags

SILVER SPONSOR \$10,000

- Logo Recognition on all event signage & promotional materials
- Email and Social Media promotion
- Booth placement within the Festival
- Sponsor recognition during the event on the jumbo screen
- "Silver Sponsor" mentioning on all advertisement
- 5 VIP Entry Tickets
- 5 Parking Passes
- 5 Swag Bags

ENTERTAINMENT SPONSOR \$5,000

- Logo recognition on all event signage & promotional materials
- Email and Social Media Promotion
- Booth placement within the Festival
- Sponsor recognition during the event on the jumbo screen
- Entertainment Sponsor mentioning on all advertisement
- 5 General Admission Tickets
- 5 Parking Passes
- 5 Swag Bags

CUP SPONSOR \$2500

- Logo on all stadium & VIP cups
- Email and Social Media promotion
- 3 General Admission Entry Tickets
- 3 Swag Bags

MAKE CHECKS PAYABLE TO:

Forward High Point
Attn: CC Brews Fest
164 S MAIN STREET, SUITE 606
HIGH POINT, NC 27260



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