



# Sponsorship Information

Thank you for your interest in sponsoring Microfestivus – the largest and best Craft Beer event in western Virginia.

The 12th Annual Microfestivus will be held at Elmwood Park in downtown Roanoke on Saturday, August 8, 2009 from 12pm until 6pm. The event is coordinated by *The Square Society*, a local nonprofit organization established to cultivate interest and raise awareness of Center in the Square. The event is supported through sponsorships by area businesses, and **proceeds benefit Center in the Square.**

August 2009						
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

An estimated 4,000 people are expected to attend this year's event. Admission will be charged and event-goers will be able to sample flavors from at least twenty craft breweries from the mid-Atlantic region. Musical entertainment will be featured and food will be available for purchase.



The event will be heavily publicized using numerous media outlets, including major TV and radio sponsors. We are making significant improvements to the park layout

as well as the VIP accommodations, to include a separate toilet facilities for the VIP tent and an increased number of brewers and beers available.

The audience for **Microfestivus** is adults in the Roanoke and New River Valleys and throughout Southwestern Virginia. This is a market with an appreciation for the event and the goods and services offered by our sponsors.

Sponsoring businesses and individuals have an opportunity to:

- Support Center in the Square!
- Receive promotional exposure!
- Use VIP passes to show customers/employees appreciation!
- Have fun!

We appreciate your interest in **Microfestivus**. Sponsorship opportunities are listed on the attached page. We will discuss special requests regarding sponsorship benefits or any other arrangements to fit your specific needs.





# Sponsorship Information

Level of opportunity:

	Premium Stein	Stout	Lager	Ale
	\$1500	\$1000	\$600	\$65
	<b>Most bang for advertising dollar.</b>			<b>Designed for individuals. Available on our website!</b>
<b>Corporate name on:</b>				
* Included in major media ads (i.e. TV and Print)	✓	✓	✓*	
* Advertising to set up tent/table at event	✓	✓	✓*	
* Microfestivus posters and flyers	✓	✓	✓	
* Appreciation banner at event	✓	✓	✓	✓
* Festival guide	✓	✓	✓	✓
<b>Admission packages which include:</b>	<b>20</b>	<b>10</b>	<b>8</b>	<b>1</b>
* Microfestivus admission tickets	✓	✓	✓	✓
* Exclusive VIP tent passes to enjoy premium food and microbrews in an exceptional setting	✓	✓	✓	✓

\* Lager can elect to be included in either the print/media ads or to set up a tent/table at the event.

We accept Visa and MasterCard as well as personal checks.

If you are interested in one of the above Sponsorship packages, please contact:

Jenny Roberts  
 Microfestivus Committee Chair  
 Tel.: 540-312-6388  
 Email: [jenanrob@live.com](mailto:jenanrob@live.com)

