



Sponsorship Opportunities

At the Ninth Annual

GUILDFORD BEER FESTIVAL

at Guildford Cricket Club

Friday 15th and Saturday 16th June 2018

The GBF is an attractive opportunity to raise your company profile and link with residents and businesses in Guildford and the surrounding areas. It is a high profile event in the Guildford Summer calendar. The public attendance in 2017 was nearly 5,000 and the event has grown by about 20% every year since it started in 2010.

Advertising

Sponsors are featured on the **GBF website**, on the **GBF App** and in the **Festival Programme**. These are all great tools to raise awareness of your business.

Our website www.guilfordbeerfestival.co.uk attracts a substantial amount of traffic in the run up to the event. Last year the site attracted 14,000 unique visitors with 43,000 page views.

We believe the GBF is the only beer festival in the UK to have its own bespoke App, which has been developed for us by the leading digital agency Ingelby (www.ingelby.com). The App contains information on the beers and ciders available at the GBF - one can create a personal list of drinks to try, make tasting notes and vote for the best beers at the Festival. The App also has details of the music programme and other useful information, including a listing of all sponsors with links to their websites.

The GBF Programme is a high quality, A5 colour brochure with a print run of 5,500. Every attendee receives a copy. Gold sponsors have a full-page advertisement, and Silver and Bronze sponsors a ½ page.

“Congratulations on this year’s Beer Festival, which continues to build a strong reputation and is a fine example of how to do it properly”

VIP Tickets on Friday, 15th June

All sponsors receive VIP Tickets to the Opening Session, which starts at 6 pm on Friday, 15th June. The tickets are all-inclusive – they include tokens to

purchase drinks, a meal voucher, a souvenir GBF beer glass and GBF Programme. Sponsors and their guests will also have the exclusive use of a separate **VIP Corporate Marquee** with reserved seating.

Rupert Thompson,
Hogs Back Brewery Co.

This is an excellent way for local businesses and organisations to network and entertain key clients, contacts and staff in an attractive and distinctive setting.

Sponsors receive a specified number of VIP Tickets depending on their level of sponsorship. They may also purchase additional tickets if they so wish. As well as the fantastic offering of beers, ciders and wines, there will be a local gin and spirits bar and two food concessions. There is also live musical entertainment.

Community engagement

The GBF raises funds to support junior cricket at Guildford Cricket Club and also makes donations to local charities and good causes. By sponsoring the event, sponsors are make a worthwhile contribution to the community in which they are based.

GOLD SPONSORSHIP PACKAGES

All Gold Sponsorship packages include the following:

- Company description, logo and link featured on www.guildfordbeerfestival.co.uk and in the GBF App
- Full page colour advertisement in the GBF Programme
- Promotion of your sponsorship across our social media platforms

- Your banner displayed outdoors at the event

GOLD PACKAGE # 1 – BREWERY LEAD SPONSOR

SOLD!

GOLD PACKAGE # 2 – VIP CORPORATE MARQUEE SPONSOR

£2,000 + VAT

- 15 all-inclusive VIP Tickets for the opening session on Friday evening, 15th June with access to the VIP Corporate Marquee
- Your company is promoted as the sponsor of the VIP Corporate Marquee
- Company logo and name displayed on all promotional materials
- Company banner displayed in the Main Beer Tent

GOLD PACKAGE # 3 – MUSIC TENT PACKAGE

SOLD!

GOLD PACKAGE # 4 – PROGRAMME PACKAGE

£2,000 + VAT

- 10 all-inclusive VIP Tickets for the opening session on Friday evening, 15th June with access to the VIP Corporate Marquee
- Company name and logo displayed on the front cover of the Festival Programme. This is a full colour A5 brochure issued to every attendee (print run 5,500).
- Company logo displayed on promotional posters and marketing materials
- Company banner displayed in the Entrance Tent

GOLD PACKAGE # 5 – CRAFT LAGER BAR PACKAGE

SOLD!

GOLD PACKAGE # 6 – LOCAL GINS AND SPIRITS BAR SPONSOR

SOLD!

- 10 all-inclusive VIP Tickets for the opening session on Friday evening, 15th June with access to the VIP Corporate Marquee
- Company banner displayed in the Gins and Spirits Bar

GOLD PACKAGE # 7 – WRIST BAND PACKAGE

£1,000 + VAT

- 10 all-inclusive VIP Tickets for the opening session on Friday evening, 15th June with access to the VIP Corporate Marquee

- Company name and logo displayed on the vinyl wristband issued to every attendee
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SILVER SPONSORSHIP PACKAGE

The Silver Sponsorship package includes the following: **£400 + VAT**

- 6 all-inclusive VIP Tickets for the opening session on Friday evening, 15th June with access to the VIP Corporate Marquee
 - 10 additional entrance tickets (any session)
 - Display of your promotional literature on our Sponsors' Advertising Stand
 - Your company name and logo displayed on one beer barrel of your choice
 - Company description, logo and link featured on www.guildfordbeerfestival.co.uk and in the GBF App
 - ½page colour advertisement in the GBF Programme
 - Promotion of your sponsorship across our social media platforms
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BRONZE SPONSORSHIP PACKAGE

The Bronze Sponsorship package includes the following: **£225 + VAT**

- 4 all-inclusive VIP Tickets for the opening session on Friday evening, 15th June with access to the VIP Corporate Marquee
- 6 additional entrance tickets (any sessions)
- Display of your promotional literature on our Sponsors' Advertising Stand
- Your company name and logo displayed on one beer barrel of your choice
- Company description, logo and link featured on www.guildfordbeerfestival.co.uk and in the GBF App
- 1/2 page colour advertisement in the GBF Programme

SPONSORSHIP TERMS AND CONDITIONS

1. These terms apply to Gold, Silver and Bronze Sponsorship Packages.
2. Sponsors' tickets to opening session on Friday evening, 15th June will be issued and company details will be added to the GBF website as soon as payment by the Sponsor has been received.
3. There is free parking for sponsors at the venue. Enter The Sports Ground via the gate in Woodbridge Road at the Railway End (adjacent to the Woodbridge Café).
4. Entry to the VIP Corporate Marquee at the opening session on Friday, 15th June is by ticket only.
5. Additional all-inclusive VIP Tickets to the opening session on Friday, 15th June may be purchased in advance by a Sponsor. The cost is £45 + VAT each.
6. The sale of sponsorship packages will cease on Friday, 18th May 2018, unless sold out earlier.
7. There is strictly no admittance to any session of the GBF of any person under the age of 18.

Frequently asked questions about the Guildford Beer Festival

Q. When is the next Guildford Beer Festival?

A. The Ninth Annual Guildford Beer Festival is on Friday, 15th and Saturday, 16th June 2018.

Q. Where will it be held?

A. At Guildford Cricket Club at The Sports Ground in Woodbridge Road, Guildford GU1 4RP. The Beer Festival takes place in large marquees at the Railway End of the ground.

Q. What's the history of the Guildford Beer Festival?

A. The inaugural Guildford Beer Festival was held in August 2010. It was organised by and hosted at Guildford Cricket Club. Each successive GBF has attracted more visitors and it is now a fixture of the Guildford Summer calendar.

Q. Has the event grown?

A. Very much so, and it's still growing. The aggregate attendance in 2017 was nearly 5,000.

Q. Why is the event so popular and successful?

A. Guildford Cricket Club is fantastic venue for this type of event – walking distance from the town centre and with ample space. We like to say that the GBF has built a reputation as a well-managed event with quality facilities and infrastructure. We focus on beers from local independent and micro-breweries and also have a great live music line-up.

Q. Who were the main sponsors last year?

A. Hogs Back Brewery, Andertons Music Store, Winner Group (plant hire), The Little Beer Corporation and Silent Pool Gin.

Q. How do I get information about becoming a sponsor and corporate packages?

A. Contact Chad Murrin on 07767 224632. General information about the GBF is at www.guildfordbeerfestival.co.uk.