

SPONSORSHIP PACKET

SPIRIT OF HUDSON

**9th
ANNUAL**



BREWFEST

Saturday
August 10, 2024

Hudson
Rotary
Club





Who We Are

The Hudson Rotary Club is excited to bring back the Spirit of Hudson Brewfest for the 9th year!

This is our largest fundraiser and provides funds for many of Rotary's local programs and service projects.

With over 1,500 attendees, 45+ food/beer vendors and \$275,000+ raised in first eight years, this event has become a marquis summer event for Hudson and its surrounding communities.

Some of the local organizations we have been able to support in the past because of this event are:

- Interact Clubs
- Sponsorship of high school sophomores to attend RYLA, a Rotary-sponsored Leadership Conference
- Rise Against Hunger events to package thousands of meals
- Bridges to Malawai
- School Supplies
- Scholarships for local high school students
- Support for first responders
- Senior Breakfast

Please see more about us at www.hudsonrotary.com





Event Marketing

We appreciate our sponsors, and make a great effort to get the most exposure for them in conjunction with the event. The following is a sample of ways we market and promote our sponsors.

• **PRINT**

- Flyers distributed to local businesses and individuals
- Event posters at local businesses throughout Metrowest
- Press releases in multiple local newspapers
- Advertising in local newspapers

• **WEB**

- Large social media presence. Over 6,125+ followers on Social Media
- Targeted social media ad campaign
- Beerfests.com and other Beer Venues
- SpiritofHudson.com
- HudsonRotary.com

• **OTHER**

- Guest appearances on local radio stations
- Banners and yard signs posted in surrounding communities
- Large banners displayed locally
- Targeted email lists
- Events at local breweries

**SPIRIT OF
HUDSON**



BREWFEEST



Sponsorship Opportunities Available

SPirit OF
 HUDSON

Lager **Pilsner** **Pale Ale** **IPA** **Stout**
\$100 **\$250** **\$500** **\$750** **\$1000**

BENEFITS:

Promotion on Social Media	X	X	X	X	X
Promotion on Spirit of Hudson Website		X	X	X	X
Listed on Sponsor Banners at Event		X	X	X	X
Free General Admission Tickets to Event		2	5	8	12
Included on Email Marketing to Target Lists (3,400+ emails with 55%+ open rate)			X	X	X
Listed on Event Flyers (distributed at key locations and events)			X	X	X
Booth Space for your Company at the Event (you must provide your own tent)				X	X
Included in PR Releases to Community Newspapers / Magazines				X	X
Logo on Event Posters (distributed at key locations)					X
Opportunity to Hang your own Business Banner at the Event					X
Logo in Community Advocate Ads					X
Logo on Printed Online Tickets					X

2024
 BREWFEST

Hudson
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Sponsor Application & Agreement

Event Date: Saturday, August 10, 2024 • 2:00 p.m. – 6 p.m.

Company Name: _____

Contact Name & Title: _____

Phone: _____

Email: _____

Website: _____

Sponsor Donation Level:

_____ Lager Sponsor \$100

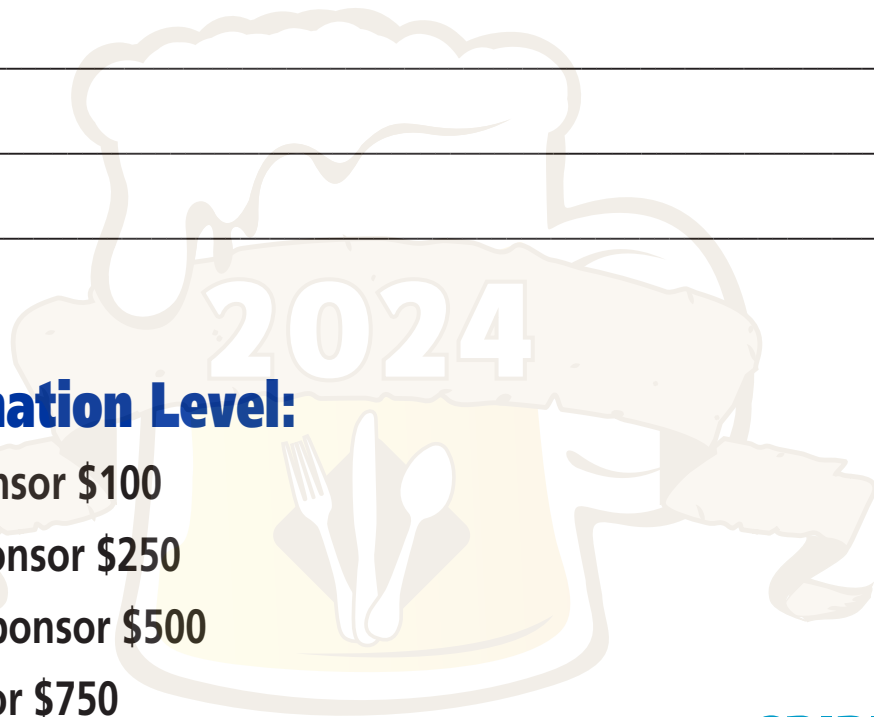
_____ Pilsner Sponsor \$250

_____ Pale Ale Sponsor \$500

_____ IPA Sponsor \$750

_____ Stout Sponsor \$1,000

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Sponsor Application & Agreement

(continued)

Donation Information

Please make check payable to: **SPIRIT OF HUDSON**

Mail check to: **Hudson Rotary Club**
PO Box 208
Hudson, MA 01749

Notes to Sponsors:

- Sponsorship is offered on a first come, first served basis for any sponsorships that are limited in terms of quantity of sponsors.
- To secure your sponsorship level for the 2024 Spirit of Hudson Brewfest, please complete and return this form along with a check for the sponsorship amount.

For more information or to discuss sponsorship opportunities, please contact Justin Provencher:

Email: jprovencher@hudsonrotary.com

Phone: 978-618-4382

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