

DESTINATION: BEER

IDAHO BREWERS UNITED

**SPONSORSHIP
OPPORTUNITIES
2022**



Destination:Beer is the premier beer event of the winter. Since 2017, Idaho craft brewers have gathered in McCall, Idaho to host an unforgettable experience of beer and food.

The event sells out within weeks and became so popular that in 2020, a Friday night session was added. 2021 brought an in-home beer experience with Destination:HOME and as of May 2021, people are eager to know if/when Destination:Beer will return in person. We're excited to make 2022 the best Destination:Beer yet!

Sponsorship Destination:Beer is a great opportunity to connect with brewers, show your support the Idaho Craft Beer industry and gain the attention of hundreds of craft beer lovers.

2020 Event Statistics

- Saturday tickets sold out within 5 weeks of going on sale
- First time Friday night event was held, more than 100 attendees
- 23 Idaho breweries participated pouring more than 75 different beers over two days plus one Idaho winery
- Appetizers featured Idaho ingredients including Weiser River Brisket, Ballard Cheese, Hog Heaven bratwurst and sausages, and Black Pine Deer Farm venison.



Event Information

When: February 25, 5:00 - 8:00 pm & February 26, 2:00 - 6:00 pm
(*Blind Tasting*) (Grand Tasting)

Where: Ludwig Terrace at Ponderosa Event Center, Downtown McCall, Idaho

Who: Idaho craft brewers, local food, and Idaho craft beer lovers

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Friday, February 25, 2022 *Blind Tasting*

Friday will feature 10 - 15 Idaho beers on tap but none of the taps will be marked. Consumers will be given a beer list and will taste their way through the taps, guessing what beer is on what tap! It's a fun way to introduce new beer or re-introduce old favorites.

Approximately halfway through the event, the beer list will be revealed.

Pub food like pretzels and brats will be included with admission to the event.

Saturday, February 26, 2022 *Grand Tasting*

Saturday, the grand tasting, features heavy appetizers and more than 40 Idaho beers. Some beers are rare, some are barrel-aged, but there is surely something for everyone!

Idaho-based ingredients are heavily emphasized for the appetizers. Past menus have included elk sliders, Ballard cheese mac n' cheese bites, and trout bruschetta.



TITLE SPONSORSHIP

\$2,500
(One Available)

- Large logo and prominent placement on posters, promotional materials, event brochure, press releases, and website.
- Eight mentions on social media channels promoting the event
- Four complimentary tickets for Friday, February 25 and Four complimentary tickets for Saturday February 26
 - Additional tickets available at a 20% discount

Sheila Francis sheila@idahobrewers.org



GOLD SPONSORSHIP

\$1,000

- Logo placement on posters, promotional materials, event brochure, press releases, and website.
- Six mentions on social media channels promoting the event
- Two complimentary tickets for Friday February 25 and two complimentary tickets for Saturday February 26.
 - Additional tickets available at a 15% discount

Sheila Francis - sheila@idahobrewers.org



SILVER SPONSORSHIP

\$750

- Small logo placement on event brochures, press releases, and website
- Four mentions on social media channels promoting the event
- Two complimentary tickets for Friday February 25
 - Additional tickets available at a 10% discount for either night

Sheila Francis - sheila@idahobrewers.org



BRONZE SPONSORSHIP

\$500

- Business name included on event brochures, press releases, and website
- Two mentions on social media channels promoting the event
- Two complimentary tickets for Friday February 25
 - Additional tickets available at a 10% discount for either night

Sheila Francis - sheila@idahobrewers.org



Additional Information

- Posters & Promotional Materials: Approximately 100 11x17 color posters, 100 table tents, and 500 event cards distributed throughout the state to participating breweries
- Event Brochure: Full color brochure listing all breweries and beers, food information, and other important day-of information
- Website: Brand new destinationbeer.beer site will feature logos until the following Fall. Site remains published year-round.
- Social Media: Facebook and Instagram posts on IBU accounts to specifically promote your business. 2,200+ followers on Instagram, 2,000+ followers on Facebook

INTERESTED?

CONTACT:

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