

Sponsorship & Partnership Package

September 14th, 2024
Trafalgar Sports Parks, Halton Hills



www.headforthehills.ca

HEAD FOR THE HILLS

Craft Beverage Festival



Serving up the best experience



Craft Beverage Festival

When:

September 14th, 2024 11:00 to 6:00pm; the last blast of Summer.

Where:

The Trafalgar Sports Park, set in the hill, minutes from Georgetown.

Thirsty people: 3,500+ from local & surrounding areas.

The suds:

40 different vendors showcasing Ontario's best craft beer, cider, spirits, mixed drinks, and wine.

The grub:

Food trucks offering gourmet menu items.

The entertainment:

Local musicians playing everything from indie to rock while guests unwind with fun lawn games.

Charities we support

Each year, proceeds are **donated back into our immediate community**. We support several local causes that ultimately benefits dozens within our community.



Ingredients for success

5,000 people shared a glass with us in 2023.



Craft Beverage Festival

Demographics

48% are women



18% in their 20s
26% in their 30s
31% in their 40s
17% in their 50s

Presenting Sponsor

Contact us for cost

The value: what you receive

Customized Package which can include:

- You name it! Got an idea? Run it by us.
- Naming rights- “Head for the Hills Craft Beverage Festival presented by [your brand]”.
- Your brand applied to all marketing communications and signage. Premier signage at the event.
- On-site presence for product sampling & lead generation. One speaking opportunity to promote your brand at the event. Corporate profile on our website (logo, info, link to your site).
- Dedicated social media campaign on all Head For The Hills owned social media channels.
- First right of refusal in 2024.
- Dedicated press release announcing your participation. 25 tickets or VIP Tent for 10 Tickets



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A cartoon mascot character shaped like a craft beverage can. The character is orange with a red top and a blue bottom. It has a smiling face, wears blue sunglasses, and has blue shoes with red laces. It is holding a smaller, similar can in its right hand and has its left arm raised in a friendly gesture.

Main Tent Sponsor

Cost: \$10,000



The value: what you receive

Customized Package which can include:

- A 60x 150 tent provided. 2 x 6x2 tent banner.
- 10 picnic tables under the tent to provide shade for patrons.
- x1 static posts and x1 story posts on Instagram and Facebook. Corporate profile on our website (logo, info, link to your site).
- First right of refusal in 2024. 20 x general admission tickets.



Music Stage Sponsor

Cost: \$7,000



The value: what you receive

- Naming rights of the music stage and area.
- Bright, colourful signage of your brand on the music stage.
- Your brand mentioned in all music-related media before and during the event.
- Opportunity to introduce musical talent.
- Corporate profile on our website (logo, info, link to your site). Sponsor mention with each musical act on social media.
- 15 x General admission tickets



Drive Safe Sponsors:

The cost: \$6,000 (3 routes) or
\$2,000 per route

Drive safe program sponsor:

- Naming rights of the entire Drive Safe Program.
- Your brand mentioned in all transport-related announcements and media.
- Your brand signage prominently displayed at the entrance and exit of the event. Multiple branded announcements throughout the day of the event to encourage safe transportation options.
- Your brand as the final impression and touch-point for all attendees as they leave the event via signage (A-Frame sign).
- Corporate profile on our website (logo, info, link to your site). Visibility and interaction on our social media platforms.
- 15 x general admission tickets



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Drive Safe Sponsors:

The cost: \$6,000 (3 routes) or
\$2,000 per route

Drive safe program sponsor:

- Naming rights as sponsor on the route.
- Your brand mentioned in relevant transport-related announcements and media. Your brand signage prominently displayed at the entrance and exit of the event. Multiple branded announcements throughout the day of the event to encourage safe transportation options.
- Your brand as the final impression and touch-point for all attendees as they leave the event via signage (A-Frame sign).
- Corporate profile on our website (logo, info, link to your site). x1 static posts and x1 story posts on Instagram and Facebook. Branding on vehicle.
- 2 x tickets.



Grub Zone Sponsor:

The cost: \$5,500

Drive safe program sponsor:

- Naming rights of the “Grub zone” food area*.
- Your brand mentioned in all food-related media before and during the event. 20 picnic tables.
- Outdoor seating for patrons w/ branding on the seating.
- Flag pole signage.
- Your brand signage in the food area at the event. Tent cards on all picnic tables at the event.
- Corporate profile on our website (logo, info, link to your site).
- Visibility and interaction on our social media platforms. 10x10 booth.
- On-site presence for product sampling & lead generation.
- 5 tx general admission tickets. *Food seating sponsor must not be a food brand.



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VIP Lounge Sponsor:

The cost: \$5,000



The value: what you receive

- Signage that features your brand.
- Your brand mentioned in all VIP lounge related promotional material before and during the event.
- Corporate profile on our website (logo, info, link to your site). x2 static post and x2 story post on Instagram and Facebook. Premium location adjacent to the stage.
- Option to provide branded elements in the lounge (i.e. furniture, food, gifting). 1 x Tent for 10 VIP tickets.



Game Zone Sponsor:

The cost: \$3,500



The value: what you receive

- 4 interactive games (i.e. Tiktak Dunk, rope ladder, king corn, giant jenga).
- Your brand mentioned in all game-related media before and during the event.
- Your brand signage in the “Game Zone”.
- Corporate profile on our website (logo, info, link to your site).
- Visibility and interaction on our social media platforms.
- 5 tickets.

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Photography Sponsor:

The cost: \$2,500



The value: what you receive

- Your logo watermarked on photos from the event.
- Branded photo circle album that will be available to all event patrons.
- Your brand mentioned in all photography-related media before and during the event.
- Corporate profile on our website (logo, info, link to your site).
- x1 static posts and x1 story posts on Instagram and Facebook.
- 3 x tickets.



Activation Sponsor:

The cost: \$2,500



The value: what you receive

- Host one of the photo opps at the festival.
- Your brand mentioned in all photo opp-related media before and during the event.
Your brand signage in the photo opp area.
- Corporate profile on our website (logo, info, link to your site).
- x1 static posts and x1 story posts on Instagram and Facebook.
- 3 x tickets.

* Activation development costs not included.

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The logo for the 'Head for the Hills' Craft Beverage Festival. It features the text 'HEAD FOR THE HILLS' in large, bold, white letters, with 'Craft Beverage Festival' in smaller red letters below. To the right of the text is a cartoon character of a beer can with a face, wearing sunglasses and holding a glass of beer.

Sampling Booth Sponsor:

The cost: \$2,000



The value: what you receive

- Opportunity to sample your product throughout the event space. Your local brand in front of 3500+ attendees, including a strong local audience. 000+ attendees, including a strong local audience.
- The chance to deliver key messaging and distribute your promotional materials. Corporate profile on our website (logo, info, link to your site).
- x1 static posts and x1 story posts on Instagram and Facebook. No Sales allowed.
- 3 x tickets.

* Activation development costs not included.



Business Activation Sponsorship:

The cost: \$1,000



The value: what you receive

- 10 x 10 booth;
- Your local brand in front of 3500+ attendees, including a strong local audience.
- Sponsor to provide signage and tent.
- The chance to deliver key messaging and distribute your promotional materials.
- Corporate profile on our website (logo, info, link to your site).
- x1 static post and x1 story post on Instagram and Facebook.
- No sales allowed; MUST include an activity for festival goers.
- 2 x tickets.

* Activation costs not included.

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A cartoon character of a craft beer can with a face, wearing sunglasses and holding a glass of beer. The character is standing on a dark background.

Community Supporter

Sponsor:

The cost: \$500



The value: what you receive

- 2 x tickets
- x1 static post and x1 story post on Instagram and Facebook featuring your brand along with other Community Supporter Sponsors;
- Corporate profile on our website (logo, info, link to your site);
- Featured on community sponsor banner



Build Your Own:

The cost: TBD



Tell us what you want: we're flexible!

- Live commercial segments at the event.
- Corporate profile on our website (logo, info, link to your site). Dedicated posts on our social media platforms.
- Naming rights.
- Participation and volunteer opportunities for your staff. Signage/branding on picnic tables.
- Signage at the event.

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Need another way to give?



Consider a staff outing, in-kind donations or volunteering!

In-kind support reduces expenses, putting more money in local charities pocket

Volunteers make our event happen: a unique team-building opportunity for staff

Provide merch t-shirt, bottle openers, tote bags.

VIP Bar, glassware. Media partnership.

Volunteer food and beverage.



Fraser Direct Staff Outing- 100 staff

“It’s our annual staff party and team- building event rolled into one” says Lois Fraser, President of Fraser Direct. “It is inexpensive, and no work. There is food, drinks, and music: done! Plus we get to give back to our community.”



Let's Connect
headforthehills.ca



Head for the Hills Craft
Beverage Festival



@H4THCraftBev



@headforthehillscraft

Interested in sponsorship?
Contact Michelle at michelle@paradigmevents.com