



Craft Beverage Festival

September 14th, 2024

OUR STORY

In 2014, four Georgetown not-for-profit service clubs got together over a beer. The Kinsmen, Kiwanis, Rotary and Lions Clubs came together for the first time to find a better way to meet the long-term, growing needs of Georgetown.

The vision:

To bring a new on-trend event to our *own* backyard...a beer festival like no other:

100% non-profit in a unique country setting. Engage our passionate local community and attract out-of-towners to discover what Georgetown has to offer.

The reality...one of best festivals in Ontario!



9 YEARS LATER

Sold out **rain or shine**.

Tripled our original footprint.

Grew to **5,000+** attendees. **40** breweries. **15** food trucks.

Donated **over \$250,000** to date back into our community.



September 15th, 2018. A day of fun in the sun is just getting started at the Georgetown Craft Beer Festival.

THE FACTS

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 FINE PRINT

Costs:

Early bird (ending June 1, 2024) \$400

Regular (June 1, 2024-onward) \$600

What's Included:

Each vendor gets one 10x10 vendor booth.

Exhibit space, tasting glasses, ice during the festival hours,

name and logo print advertising and promotional materials (subject to completed application and payment to Head for the Hills)

You get your name and logo on our website and social media platforms (Facebook, Instagram, X).

Token Split:

For every token redeemed at an exhibitor booth, the event coordinator will remit \$0.75 back to the exhibitor

Alcohol serving and samples are to be traded for tokens. Tokens are sold to attendees for 2 for \$5.00.

Each individual brewery can exchange samples for 1-2 tokens.

RAISE A GLASS & DO SOME GOOD.



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Straight from the horse's mouth...



“An excellent way to give back to our community. We are a small business, but we felt part of something big.” - **Hilltop Tree Care, Sponsor**

“It is by far the best event we attended this season. . .thanks so much for having us and please sign us up for next year!” – **Trestle Brewing Company**

“My team said it was hands down THE best run and attended event they have experienced. And this is coming from an experienced team. THANK YOU, thank you, thank you for the work your team put into this, and the money you raised for the kids.” – **GoodLot Farmstead Brewing**

“We were very impressed with the creative sponsorship options developed for us. As a car dealership, it's not easy to sponsor a beer festival, but they found us a fit! We were thrilled to get involved.” - **Car Dealership, Sponsor**



Head for the Hills in the Headlines



Hosted live broadcast on [Sportsnet Hockey Day in Canada 2019](#) featuring Ron McLean.

[Triumphant return in 2022](#) after two years of COVID shutdown.

[2023 Gold Level Winner](#) for Best Local Event in Reader's Choice.





Let's Connect
headforthehills.ca



Head for the Hills Craft Beverage
Festival



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