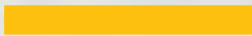


UNTAPPD

BEER FESTIVAL

CHARLOTTE, NC

**SPONSOR PARTNERSHIP
OPPORTUNITY**



SPONSORSHIP MATRIX

	Presenting \$30,000	VIP \$20,000	Industry \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$2,500	Exhibitor \$1,500 - \$5,000
Availability	1	1	1	2	5	10	Unlimited
Promotions & Advertising							
Presenting Naming Rights	X						
Website Advertisements	X	X					
VIP Package Naming Rights		X					
Pre-Sale Email Untappd User Base	X	X					
Pre-Sale Email NFL Panthers Fanbase	X	X					
Radio Ad Placement	X	X					
Name/Logo Placement on Ticketing Page	X	X					
Untappd App Homescreen Placement	X	X	X				
Press Release Name/Logo Placement	X	X	X				
Email Promo Advertisements	X	X	X				
In-App Placement	X	X	X				
Digital Festival Map	X	X	X	X			
Event Landing Page Logo Placement	X	X	X	X	X	X	
Custom social promotion(s) via Facebook, Twitter and Instagram	X	X	X	X	X	X	
On- Site Assets							
Booth Space	50x20	20x20	10x10 <i>*In Brewer Lounge & Welcome Party</i>	20x20	10x10	N/A	Customizable
Wristband Logo Placement	X						
Main Stage Logo Placement	X						
VIP Lounge Entry Signage		X					
VIP Lanyard Logo Placement		X					
Swag Bag Placement		X	X				
Brewers Lounge Signage			X				
Naming Rights for Brewer Welcome Party			X				
Souvenir Glass Logo Placement				X			
Festival Map Logo Placement	X	X	X	X	X		
Video and Ribbon Board Logo Placement	X	X	X	X	X		
Staff Shirt Logo Placement	X	X	X	X	X		
Tickets							
Digital Ticket Logo Placement	X	X	X	X			
Vendor Credentials	4	4	4	4	4	2	2
Complimentary Tickets Per Session	20	4	4	4	4	1	0
20% off Discount on Additional Ticket Purchases Per Session	8	4	4	4	1	0	0

UNTAPPD BEER FESTIVAL OVERVIEW

FESTIVAL DETAILS

WHAT

The 2nd annual Untappd Beer Festival

WHEN

Saturday, May 16th, 2020

SESSION 1

11:30AM – 4PM

(gates lift at 11:30 AM for VIPs and early access ticket holders & 12:30 PM for general admission)

SESSION 2

5:30pm – 10pm

(gates lift at 5:30 PM for VIPs and early access ticket holders & 6:30 PM for general admission)

WHERE

Charlotte, North Carolina – on the field at Bank of America Stadium (home of the NFL's Carolina Panthers) in the heart of Uptown Charlotte

WHO

A collection of the nation's best breweries and Untappd's global community of users! We are targeting 10,000 attendees and have capacity for up to 16,000 craft beer enthusiasts!

FESTIVAL ANNOUNCEMENT

WHAT

Announcement + ticket presales

WHEN

Week of January 27th

WHERE

- Untappd Beer Festival Landing Page (183k page views)
- Untappd Website Homepage (20 million impressions)
- Untappd App Homescreen (1.4 million monthly active users)
- Untappd social channels (330k+ combined followers)
- NFL Panthers social channels (6.5+ million combined followers)
- Email Promotions (both Untappd and Panther database - 750k impressions)

ADDITIONAL DETAILS

If you're able to sponsor the event, a dedicated representative from Untappd will coordinate everything with you between now and May 16th to ensure a smooth process and great day at Bank of America Stadium in Charlotte!

PRESENTING SPONSORSHIP OPPORTUNITY

PROGRAM BENEFITS

DIGITAL

- Presenting Sponsor naming rights “Untappd Beer Festival Presented by Client Name”
- Presenting Sponsor on Untappd event landing page and social channels (Instagram, Facebook, Twitter) beginning week of January 27th
- Presenting Sponsor on pre-sale email to all Untappd Supporters and the NFL Panther fan base
- Client Name/Logo/Tag included in social posts leading up to and during the event
- Presenting Sponsor logo on Untappd app homescreen placement, in-app, digital map and email promo advertisements to Untappd user base and web advertisements
- Presenting sponsor name/logo on press release, radio advertisements and on all out of home marketing channels

ON-SITE

- 50x20 Home end zone placement for booth, brand activation, games, etc.
- Presenting Sponsor logo placement on all day-of marketing materials, including, digital ticket, video and ribbon board, general admission wristbands, print maps, venue signage, and staff shirts
- 4 Vendor Credentials
- 20 complimentary tickets per session
- 20% off discount on additional ticket purchases (maximum of 8)
- Any other ideas you have that are unique to your brand!

BRAND EXPOSURE

- Untappd app homescreen: 1.4 million monthly active users
- Web ads: 4 million+ impressions
- Untappd social channels: 3 million+ impressions
- Panthers social channels: 12 million+ impressions
- In-app and email promo advertisements: 1.5 million+ impressions
- Festival landing page: 183,000+ impressions
- Video board/ribbon board: 10,000+ impressions
- Event map: 10,000+ impressions
- Wristbands: 10,000+ impressions
- Podcast: 300,000+ downloads

TOTAL IMPRESSIONS: 22.5 MILLION+
SPONSORSHIP COST: \$30,000 PER FESTIVAL

VIP SPONSORSHIP OPPORTUNITY

PROGRAM BENEFITS

DIGITAL

- Exclusive VIP Ticket Presenting Sponsor – “Client Name VIP Package”
- Presenting Sponsor on pre-sale email to all Untappd Supporters and the NFL Panther fan base
- VIP Sponsor logo placement on Untappd app homescreen, in-app, digital map and email promo advertisements to Untappd user base and web advertisements
- Client name/logo/tag in a minimum of (1) social post promoting VIP tickets leading up to and during the event

ON-SITE

- 20x20 booth space
- Client branded lanyards for all VIP attendees
- VIP Sponsor logo placement on lounge venue signage, event map, digital ticket, staff shirts, video board or ribbon board
- VIP Sponsor logo placement on swag bag
- 4 Vendor Credentials
- 4 complimentary tickets per session
- 20% off discount on additional ticket purchases (maximum of 4)

BRAND EXPOSURE

- Untappd app homescreen: 1.4 million active users
- Untappd social channels: 330k impressions
- Panthers social channels: 3 million + impressions
- In-app and email promo advertisements: 1.5 million+ impressions
- Festival landing page: 183k + impressions
- Video board/ribbon board: 10,000+ impressions
- Event map: 10,000+ impressions

TOTAL IMPRESSIONS: 6.5 MILLION+
SPONSORSHIP COST: \$20,000 PER FESTIVAL

INDUSTRY SPONSORSHIP OPPORTUNITY

PROGRAM BENEFITS

DIGITAL

- Exclusive Brewer's Lounge Presenting Sponsor – "Client Name Brewer's Lounge"
- Exclusive Brewer's Welcome Party Presenting Sponsor – "Welcome Party Presented by Clients Name"
- Industry Sponsor logo placement on Untappd app homescreen, in-app, digital map and email promo advertisements to Untappd user base
- Industry Sponsor name and logo placement on brewer's pre-festival emails (150+ regional and local breweries)
- Client name/logo/tag in a minimum of (1) social post leading up to and during the event

ON-SITE

- 10x10 booth space in Brewer's Lounge
- 10X10 booth space at Welcome Party
- Industry Sponsor logo placement on welcome party venue signage, festival lounge venue signage, event map, digital ticket, Brewer's wristbands, staff shirts, video board or ribbon board
- Industry sponsor logo placement on brewer's swag bag
- 4 Vendor Credentials
- 4 complimentary tickets per session
- 20% off discount on additional ticket purchases (maximum of 4)

BRAND EXPOSURE

- Brewer's Lounge: Access to 500+ brewery owners and employees
- Welcome Party: Access to 200+ brewery owners and employees
- Untappd social channels: 330k impressions
- In-app and email promo advertisements: 1.5 million+ impressions
- Pre-sale email (Untappd and Panthers Supporters): 100,000+ impressions
- Festival landing page: 183k + impressions
- Video board/ribbon board: 10,000+ impressions
- Event map: 10,000+ impressions

TOTAL IMPRESSIONS: 3 MILLION+
SPONSORSHIP COST: \$20,000 PER FESTIVAL

PLATINUM SPONSORSHIP OPPORTUNITY

PROGRAM BENEFITS

DIGITAL

- Platinum Sponsor Placement on Untappd event landing page and social channels (Instagram, Facebook, Twitter) beginning week of January 27th
- Platinum Sponsor Placement on digital event map
- Client name/logo in a minimum of (1) social post leading up to and during the event

ON-SITE

- 20x20 booth space
- Platinum Sponsor logo placement on souvenir glass
- Platinum Sponsor logo placement on day of signage, print map, digital ticket, staff shirts, video board or ribbon board
- 4 Vendor Credentials
- 4 complimentary tickets per session
- 20% off discount on additional ticket purchases (maximum of 4)

BRAND EXPOSURE

- Untappd social channels: 330k impressions
- In-app and email promo advertisements: 1.5 million+ impressions
- Pre-sale email (Untappd and Panthers Supporters): 100,000+ impressions
- Festival landing page: 183k + impressions
- Video board/ribbon board: 10,000+ impressions
- Event map: 10,000+ impressions
- Podcast: 300,000+ downloads

TOTAL IMPRESSIONS: 2 MILLION+
SPONSORSHIP COST: \$15,000 PER FESTIVAL

GOLD SPONSORSHIP OPPORTUNITY



PROGRAM BENEFITS

DIGITAL

- Gold Sponsor Placement on Untappd event landing page and social channels (Instagram, Facebook, Twitter) beginning week of January 27th
- Client name/logo in minimum (1) social post leading up to and during the event

ON-SITE

- 10x10 booth space
- Gold Sponsor logo placement on day of signage, event map, staff shirts, video board or ribbon board
- 4 Vendor Credentials
- 2 complimentary tickets per session
- 20% off discount on additional 1 additional ticket purchase

BRAND EXPOSURE

- Festival landing page: 183k+ impressions
- Untappd social channels: 330k+ impressions
- Untappd blog: 30,000+ impressions
- Video board/ribbon board: 10,000+ impressions
- Event map: 10,000+ impressions

TOTAL IMPRESSIONS: 550,000+

SPONSORSHIP COST: \$10,000 PER FESTIVAL

SILVER SPONSORSHIP OPPORTUNITY



PROGRAM BENEFITS

DIGITAL

- Silver Sponsor Placement on Untappd event landing page beginning week of January 27th
- Client name/logo in minimum (1) social post leading up to and during the event

ON-SITE

- Silver Sponsor logo placement on day-of signage and staff shirts
- 2 Vendor Credentials
- 1 complimentary ticket per session

BRAND EXPOSURE

- Festival landing page: 183k+ impressions
- Untappd social channels: 330k+ impressions
- Untappd blog: 30,000+ impressions

TOTAL IMPRESSIONS: 500,000+

SPONSORSHIP COST: \$2,500 PER FESTIVAL

EXHIBITOR OPPORTUNITY



**GET YOUR BUSINESS IN-FRONT OF
10,000+ CRAFT BEER ENTHUSIASTS AND 150+ BREWERIES!**

PROGRAM BENEFITS

BOOTH SPACES INCLUDE

- One 8ft. Table
- Four Chairs
- Two Vendor Credentials
- Sponsors to provide their own tents, tablecloths & any additional décor items
- 10x10 tents and electricity are available for an additional charge

10 X 10 BOOTH SPACE

\$1,500

20 X 10 BOOTH SPACE

\$2,500

30 X 10 BOOTH SPACE

\$5,000