



Coming February 9, 2019

Hosted at the



CORAZON

For Sponsorship, Vendor and Tickets contact



Bill Wheeler info@upscaleeventproductions.com
(904) 468-7659

Hosted at



February 9, 2019
5-10 p.m.

VIP 5-6 p.m. | Gen. Adm. 6-10 p.m.



Presented by



For Sponsor, Vendor and tickets
www.TheBeerPremier.com
info@upscaleeventproductions.com
(904) 468-7659

The BEER Premier!

Dear Event Sponsor/Participant,

This is not just another beer party; this Hollywood-themed beer event is like no other. Enter the **Corazon Cinema and Cafe** with the celebrity treatment complete with a red-carpet runway experience and paparazzi snapping your photo. VIP tickets will treat you like a rock star with The Beer Premier swag and beer tasting and food



vouchers, general admission tickets are more affordable options to access the venue with beer tasting coupons. In grand award night style, YOU are the Hollywood insider determining who gets the award for best beer and presentation!

The Inaugural Beer Premier is sure to be a hit promoting your business due to the fun nature and convenient location of the event in the heart of downtown St. Augustine. Live entertainment and DJs will engage and delight guests while promoting your business at this intimate venue. There will be a people's choice awards for best brew and best presentation.

Breweries

You won't want to miss promoting your business at this event; it will surely be a fun, memorable time for attendees, sponsors and vendors alike. We want this to be an exclusive event, so only a maximum of 12 breweries will participate. Tasting vouchers will be provided to attendees, but full-size offerings and merchandise may be sold (internet will be provided for your sales solution).

The Beer Premier Provides:

- One 6' black skirted tables and two chairs
- Website listing (logo if provided) with links back to their own website/brand
- Four complimentary passes are provided for your use.
- Wireless internet for sales solutions

Brewery Requirements:

- Notify us 30 days prior to include your brand(s) on the ballots)
- 1-2 Personnel to work your table during entire event
- 20-30 gallons of beer (may be a single brand, or multiple brands), merchandise (limited space)
- Jockey box/small trash can to keep beer cold or coolers for cans
- Sales solutions (Wireless terminal solution)
- Insurance certificate

*While it is free to participate in this exclusive event, there will be a \$50 promotion/administration fee.

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Sponsors

Gold Level Sponsorship

Here is one of the most cost-effective ways to differentiate your business! Since there are only 3 Gold level Sponsors, this will give the most exclusivity and visibility to your business. This the highest level of opportunity at The Beer Premier and garners the highest amenities (Please refer to the sponsor Matrix below) such as your company logo prominently displayed on T-Shirts, social media/advertising, and in-event signage.

\$750



Silver Level Sponsorship

Limited to 5 sponsors, this is an inexpensive alternative to the Gold Sponsor, but there may be duplication within a given industry and still offers several valuable amenities (Please refer to the sponsor Matrix below) such as your company logo on T-Shirts and in-event signage.

\$500

Bronze level Sponsorship

A very affordable option, this is a great way to show your sponsorship while keeping a keen eye on the budget. Limited to 10 sponsors, your company name in text on T-shirts and in-event signage.

\$250

Patron Level Sponsorship

Patron level sponsorship gives you the opportunity to support this event in a very real and tangible way, while actually saving money! The Patron Level Sponsorship comes with one VIP Ticket (a \$40 value) plus one Designated Driver Ticket (a \$10 value). Save \$5 by purchasing the Patron Level Sponsorship for only \$45!

\$45 per ticket

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Feature Matrix

We are offering several levels of affordable sponsorship for this exclusive event:

Sponsorship Level	No. of Sponsors	Industry Exclusive	Logo on TBP Event Merchandise	Logo on Website	Logo on In-Event Signage	No. of Gen. Adm. Tickets
Gold Level Sponsorship	3					6
Silver Level Sponsorship	5		 *			4
Bronze level Sponsorship	10			 *	 *	2
Brewery	12					4

*Name listed (no logo)

Ticket Pricing (Each)

We are offering several levels of affordable tickets for this exclusive event:

Sponsorship Level	Event Access	Food Voucher (1 per ticket)	TBP Event Merchandise (1 per ticket)	5 Beer Tasting Coupon	Access to Venue and Entertainment	Price
VIP Ticket	5:00 p.m.					\$45
General Admission	6:00 p.m.					\$30
Designated Driver*		 *				\$10

Contact **Upscale Event Productions** at **(904) 468-7659** for special group pricing.

*Designated Drivers not eligible to consume alcohol at this event (or must convert DD ticket to General Admission or VIP Ticket), full access to entertainment and food purchase. Early admission only with combined VIP ticket purchase, otherwise admitted during General Admission access.

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For further details visit:

<http://www.TheBeerPremier.com>

Contact us today:



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