

## EVENT INFORMATION:



# 2016

### **ABOUT THE FESTIVAL:**

The Beers of the Burgh Winter Warmer is a one-of-a-kind festival featuring seasonal offerings from 35+ Western Pennsylvania breweries to help you gear up for another Pittsburgh winter. Brace yourself for the colder weather with an unprecedented variety of innovative local takes on traditional, spiced, pumpkin and other seasonal ales from some of your favorite new and established brewers. There will be live music to dance to and food trucks to satisfy the hunger of impending hibernation.

### **ABOUT VARIETY—THE CHILDREN’S CHARITY:**

Variety—the Children’s Charity strives to enable children with disabilities to live life to the fullest with a focus on mobility, communication, and social inclusion / interaction. Specifically, Variety’s “**My Bike**” Program provides adaptive bicycles that are individually customized to eligible children with disabilities, so that they may have the freedom, joy, and belonging that comes with riding a bike. “**My Bike**” makes it possible for kids with disabilities to no longer be left out or left behind and gives them the opportunity to discover the possibilities for their own lives.

### **SPONSORSHIP OPPORTUNITIES:**

Variety—the Children’s Charity is seeking support for the second annual Beers of the Burgh Winter Warmer. Your tax-deductible contribution allows Variety to further its mission and work for children with disabilities.

**With more than 1,200 individuals in attendance and 35+ local breweries involved, your company will gain incredible visibility / awareness at one of Pittsburgh’s premier brewing events.**

**As a sponsor**, you will receive complimentary festival tickets; T-shirts; and your company’s logo on the festival website and select marketing materials.

**Additional benefits** - such as exhibitor opportunities, VIP tickets, and promotional consideration – are available at premier sponsor levels.

A full description of sponsor levels and benefits are detailed in the following table.

[www.beersoftheburgh.com/winterwarmer](http://www.beersoftheburgh.com/winterwarmer)

# SPONSORSHIP INFORMATION:

BENEFITTING



# 2016

|   | GOLD SPONSOR<br>\$5,000+ | SILVER SPONSOR<br>\$2,500+ | BRONZE SPONSOR<br>\$1,000+ | EVENT PATRON<br>\$500+ |
|---|--------------------------|----------------------------|----------------------------|------------------------|
| EXHIBIT SPACE   | ✓                        | ✓                          | ✓                          |                        |
| BANNER PLACEMENT AT FESTIVAL  | ✓                        | ✓                          | ✓                          | ✓                      |
| <b>HOSPITALITY TICKETS</b>  |                          |                            |                            |                        |
| VIP TICKETS (\$59 VALUE EACH)   | 10                       | 6                          |                            |                        |
| TICKETS (\$45 VALUE EACH)   |                          |                            | 4                          | 2                      |
| TASTING GLASSES   | 10                       | 6                          | 4                          | 2                      |
| OFFICIAL FESTIVAL T-SHIRTS  | 10                       | 6                          | 4                          | 2                      |
| <b>PROMOTIONAL MATERIALS<br/>&amp; ADVERTISING</b>                                      |                          |                            |                            |                        |
| EXCLUSIVE ON STAGE<br>ANNOUNCEMENT  | ✓                        |                            |                            |                        |
| LOGO ON OFFICIAL<br>EVENTS TASTING GLASSES<br>(APPROXIMATELY 2,000 GLASSES)             | ✓                        |                            |                            |                        |
| LOGO ON OFFICIAL EVENT T-SHIRTS<br>& VOLUNTEER T-SHIRTS<br>(APPROXIMATELY 250 T-SHIRTS) | ✓                        |                            |                            |                        |
| LOGO ON FRONT PAGE  | ✓                        |                            |                            |                        |
| LOGO & LINK ON<br>FESTIVAL WEBSITE  | ✓                        | ✓                          | ✓                          |                        |
| LOGO ONLY ON FESTIVAL WEBSITE   |                          |                            |                            | ✓                      |
| LOGO ON EVENT PROGRAM   | ✓                        | ✓                          | ✓                          | ✓                      |
| MENTIONS ON SOCIAL MEDIA  | 5                        | 2                          | 1                          |                        |

# SPONSORSHIP FORM:



# 2016

NAME OF ORGANIZATION (AS YOU WOULD LIKE IT LISTED ON MATERIALS):

CONTACT PERSON:

STREET ADDRESS:

CITY, STATE, ZIP:

PHONE:

ALTERNATIVE PHONE:

EMAIL:

COMPANY WEBSITE:

Please select the level at which you would like to sponsor and whether you will have an exhibitor booth (if application):

- |                                   |                             |  |
|-----------------------------------|-----------------------------|--|
| <input type="checkbox"/> \$5,000+ | <b>Gold Sponsor</b> .....   | <input type="checkbox"/> Will you have an exhibitor booth? |
| <input type="checkbox"/> \$2,500+ | <b>Silver Sponsor</b> ..... | <input type="checkbox"/> Will you have an exhibitor booth? |
| <input type="checkbox"/> \$1,000+ | <b>Bronze Sponsor</b> ..... | <input type="checkbox"/> Will you have an exhibitor booth? |
| <input type="checkbox"/> \$500+   | <b>Event Patron</b>         |  |

Checks should be made out to  
**Variety—the Children's Charity.**

All sponsor forms should be received by **October 14, 2016.**

Questions? Contact Zach Marsh by phone (724) 933-0460  
or by email at [zach@varietypittsburgh.org](mailto:zach@varietypittsburgh.org).

### **Return the Form:**

**By email:** [zach@varietypittsburgh.org](mailto:zach@varietypittsburgh.org)  
**By fax:** (724) 933-0466  
**By mail:** Variety—the Children's Charity  
11279 Perry Highway, Suite 512  
Wexford, PA 15090

**2016 Winter Warmer Festival Information:**  
Saturday, November 5, 2016 from 3:00—7:00 p.m.  
**Carrie Furnace** (Ohio Street Swissvale, PA 15218)

Variety the Children's Charity is a non-profit corporation that has been declared tax-exempt by the Federal Government under Sec. 501 (c) (3) of the IRS code and the Commonwealth of Pennsylvania. A copy of the official registration and financial information of Variety the Children's Charity may be obtained from the Pennsylvania Department of State. Registration does not imply endorsement. Contributions are tax-deductible to the fullest extent allowed by law. For further information, please contact the Variety office. Please retain a copy of this document for your files.

**Thank you for your support!**