



www.beersforgood.com

BEERS FOR GOOD/NASHUA RIVER BREWERS FESTIVAL 2022 SPONSORSHIP INFO SHEET

June 24, 2023 1-6pm Riverfront Park, Fitchburg, MA

About Us:

Beers for Good is a not for profit organization founded in 2008 by current and former employees of the City of Fitchburg to achieve 3 basic goals:

- Promote Fitchburg’s downtown and its Riverfront Park
- Support local charities
- Offer area residents a high quality, 1st class event showcasing local and regional craft brewers and musicians

Beers for Good proceeds are managed by the Community Foundation of North Central Massachusetts. Organizers of the event receive no compensation for their efforts

Why Sponsor Our Event?

The Nashua River Brewers Festival has become a well-known and well-respected event in North Central Mass over the last fourteen years (technically longer, but for COVID). A sponsorship of our event is an excellent and unique way to promote your business and entity to prime demographics in N. Central Mass and beyond. Your company will be highly visible in the two months leading up to the event as a part of our aggressive promotional activity. Our social media reaches 1800 followers and an average of 8,000 impressions organically and through paid advertisements in the key months leading up to the event.

Brewfest Facts

Brewers Festivals held to date	12
Average paid attendance	1100
Average number of participating brewers	35
Number of bands	3-4

Local Charities Assisted To Date (More than \$90,000 donated!)

Friends of the Fitchburg Public Library	Fitchburg Civic Days
Growing Places	Meals on Wheels Program (MOC)
Greater Worcester Food Bank (Fitchburg pantries)	Cameron’s Crusaders
LUK, Inc.	Montachusett Interfaith Hospitality Network
Veterans Homestead, Inc.	Fitchburg Cultural Alliance

**For more information, please visit the Beers for Good website:
www.beersforgood.com**

Sponsorship Opportunities

The “Kegerator” Sponsorship: \$1,500.00 “T-Shirt Sponsor”

- There will only be ONE sponsorship for this level;
- Includes corporate banner (provided by Sponsor) on stage;
- Company’s logo on event posters* and fliers;
- NEW THIS YEAR! Company’s logo on event t-shirts*;
- Company’s logo on www.beersforgood.com;
- Social media recognition on all our available platforms: Facebook, Twitter, and Instagram;
- Sponsorship recognition in press releases;
- Half page event program advertisement; and
- 6 tickets to event (a \$240 value)

The “Growler” Sponsorship: \$1,000.00

- Includes corporate banner (provided by sponsor) at festival;
- Company’s name on event posters* and fliers;
- Company’s logo on www.beersforgood.com;
- Social media recognition on all our available platforms: Facebook, Twitter, and Instagram;
- Sponsorship recognition in press releases*;
- Company’s logo on quarter page event program; and
- 4 tickets to event. (a \$160 value)

The “22 oz Bomber” Sponsorship: \$500.00 aka “Band Sponsorship”

- You or your business can sponsor one of the three musical acts performing the day of the event;
- Only three of these sponsorships will be available;
- Social media recognition of your sponsorship on the BFG Twitter and Facebook accounts;
- Recognition on www.beersforgood.com for the band sponsorship;
- Band sponsorship recognition in event program;
- Sponsorship recognition will also be announced before and after the musical act's performance; and
- 2 tickets to the event. (an \$80 value)

The “Pint” Friend of the Fest: \$200.00

- Includes social media recognition on Facebook, Instagram, and Twitter;
- Recognition on www.beersforgood.com as a Friend of the Fest; and
- Event program recognition.

** These sponsorship items are time sensitive due to having to send t-shirts or posts to print. If you are interested in being the T-Shirt sponsor, please contact Rebecca Robinson at the email below to confirm availability before sending in your Sponsorship form.*

Questions? Contact: Rebecca Robinson 978-855-0966 or
rmrobinson527@gmail.com or beersforgood@gmail.com



Pledge/Sponsorship Agreement Form

YES! I wish to celebrate Beers For Good's 2023 Nashua River Brewers Festival!

Contact Name: _____

Company/Individual Name: _____
(As you would like it listed for marketing materials)

Address: (Street, City, State, Zip) _____

Phone: _____

Email: _____

This cash gift of \$ _____ is a sponsorship or friend of the fest donation for the 2023

Nashua River Brewers Festival.

This is an in-kind donation to assist the event: (Please describe what you are donating, including value):

Signature: _____

Date: _____

- Please Bill me and send invoice
- Check Enclosed

Please return form to:

Beers For Good c/o Rebecca Robinson
288 Pearl Street
Fitchburg, MA 01420

Email: beersforgood@gmail.com or rmrobinson527@gmail.com

THANK YOU for your support!