



Workhouse Brewfest 2019 Sponsorship Information

Where: Workhouse Arts Center
9518 Workhouse Way
Lorton, VA 22079

When: September 21, 2019 (to be confirmed)

Marketing Reach: Attendance 3,000, overall marketing reach 20,000

The Workhouse is thrilled to be presenting its fourth Workhouse Brewfest. The event showcases more than 75 Virginia craft breweries, artisan distilleries, and Virginia wineries on tap. Brewfest at the Workhouse features live performances, unique food trucks, access to 12 air-conditioned art galleries and 65 artists' studios, and some of the area's most exciting beer, spirits, and wine.

Your support of the Workhouse, a nonprofit 501c(3) organization, makes a wide variety of performing arts, visual arts, and education programs possible for people of all ages throughout the local and regional area. Sponsorships range from \$1,000-\$15,000. Please see the following pages for details.

Sponsorship Tiers

For more information, please contact Elena Romanova, Development Director at 703-584-2908 or elenaromanova@workhousearts.org.

Platinum - \$15,000

- Title sponsorship of stage
- Inclusion in Social Media post
- Included in announcement for stages
- Branding on Sponsorship Recognition Signage (logo)
- Inclusion on event website (with hyperlink and logo)
- Branding on site activity program and area (logo)
- 10 tickets to Workhouse Brewfest (Grounds Access with tastings)
- 6 passes to on-site VIP Hopstar Lounge
- 2 tickets to the Workhouse Arts Center Gala (Valued at \$7,000)
- 4 VIP Parking and Reserved VIP seating at the Workhouse's Annual Fireworks in June.
- 2 tickets to the Workhouse Arts Center Collector's Showcase Art Lottery
- Exhibit space at the Workhouse Brewfest (10x10 with tent, table, and chairs included)
- Opportunity for a feature article in a quarterly donor newsletter

Gold - \$10,000

- Title sponsorship of stage/major program
- Inclusion in Social Media post
- Included in announcement for stages
- Branding on Sponsorship Recognition Signage (logo)
- Inclusion on event website (with hyperlink and logo)
- Branding on site event guide/map (logo)
- Branding on site activity program and area (logo)
- 4 tickets to Workhouse Brewfest (Ground Access/No Tastes)
- 8 tickets to Workhouse Brewfest (Grounds Access with tastings)
- 4 passes to on site VIP Hopstar Lounge
- 2 tickets to Workhouse Arts Center Gala (Valued at \$500)
- 2 VIP Parking and Reserved VIP Seating at Workhouse Annual Fireworks.
- 2 tickets to the Workhouse Arts Center Collectors Showcase (Valued at \$160)
- Exhibit space at Workhouse Brewfest (10x10 with tent, table, and chairs included)
- Opportunity for a feature article in a quarterly donor newsletter

Silver - \$5,000

- Inclusion in Social Media post
- Included in announcements from stage
- Branding on Sponsor Recognition Signage (logo)
- Inclusion on event website (with hyperlink and logo)
- Branding on on-site event guide/map (logo)
- Branding on on-site activity program and area (mention)
- 4 tickets to Workhouse Brewfest (Grounds access, no tasting)
- 6 tickets to Workhouse Brewfest (Grounds access with tasting)
- 2 passes to on site VIP Hopstar Lounge
- Exhibit space at the Workhouse (10x10 with tent, table, and chairs included)
- Opportunity for a feature article in a quarterly donor newsletter

Bronze - \$2,500

- Included in announcements from stage
- Branding on Sponsor Recognition Signage (mention)
- Branding on on-site event guide/map (logo)
- Branding on on-site activity program and area (mention)
- 4 tickets to Workhouse Brewfest (Grounds access, no tastings)
- 4 tickets to Brewfest (Grounds access with tasting)
- Exhibit space at the Workhouse Brewfest (10x10 with tent, table, and chairs included)

Patron - \$1,000

- Mentioned on event website (with hyperlink)
- Branding on on-site event guide/map (mention)
- Branding on Sponsor Recognition Signage (mention)
- 2 tickets to the Workhouse Brewfest (Grounds access, no tasting)
- 2 tickets to the Workhouses Brewfest (Grounds access with tasting)
- Exhibit space at the Workhouse Brewfest (10x10 with tent, table, and chairs included)

Exhibitor - \$500

- 1 ticket to the Workhouse Brewfest (Grounds access, no tasting)
- Exhibit space at the Workhouse Brewfest

Additional sponsorship options

- Logo on tasting glasses - \$7,500
- Logo on HopStar Lanyards/Glassholders - \$2,500
- Logo on Volunteer Shirts - \$5,000
- Logo/Advertisement on Tickets - \$2,500
- Logo on Designated Driver Soda Cups and Branding of Craft Soda Garden - \$2,500