



2020 SPONSORSHIP PACKAGES

BOLD WOMEN AND BEER FESTIVAL

WHAT IS THE BOLD WOMEN AND BEER FESTIVAL?

- We are the first women-centered beer festival in Pennsylvania.
- We are a 100% volunteer run beer festival with 100% of the profits donated to the Pink Boots Society, Greater Philadelphia Area Scholarship Fund.
- All our vendors, food trucks and bands are women-centered.
- Our mission is to make craft beer inclusive and welcoming to all. To elevate women through exposure and empowerment. To celebrate women, in all of our unique varieties.

2019 BOLD WOMEN AND BEER FESTIVAL

2019 we hosted the first Bold Women and Beer Festival at Love City Brewing Company, a women owned brewery, on Saturday, May 4th.

We hosted 34 breweries from the Philadelphia area, 8 vendors and 4 musical acts

We had 300+ guests attend the festival

We raised \$15,062 for the Pink Boots Society, Philadelphia Chapter Scholarship Fund.





SPONSOR LOVE & EVENT PROMOTION

Bold Women and Beer thanks our sponsors for their generous support. Sponsor shout-outs are posted on the Bold Women and Beer and Pink Boots Philadelphia social media channels.

The Bold Women and Beer Festival is promoted on multiple channels with professionally designed branded graphics by Kathy Mueller Design.

2019 PRESS

Punch Media, a full-service boutique agency, manages the press and media relations for the Bold Women and Beer Fest. Below is a sampling of the print media secured for the 2019 Festival.

Publication Name	Title of Article	Date	Link	Writer/Editor	Unique Impressions/ UMV/ Nielson Value
MARCH					
Philly.com	Bold Women & Beer Festival, Philly's first female-focused beer festival, launching in	3/11/2019	https://bit.ly/2YRrrQ3	Nick Vadala	8,870,000
Philly Weekly	Drinks all around: Philadelphia gets its first for women, by women-curated beer festival	3/20/2019	https://bit.ly/2GWeAFI	Andrea Cantor	92,400
				MARCH IMPRESSIONS	8,962,000
APRIL					
Edible Philly	Bold Women & Beer Festival	April	https://bit.ly/2GPdZEE	Staff	6,666
Philly Voice	Bold Women & Beer Festival is new event happening this May	4/17/2019	https://bit.ly/2GuYUsF	Sinead Cummings	2,040,000
Philly Bite	Philly's Bold Women & Beer Festival	23-Apr-19	http://bit.ly/2W0zoRe	Joy Franklin	3,770
Visit Philly	Top Beer Festivals Coming to Philadelphia in 2019	23-Apr-19	https://vstphl.ly/2GDxdOb	Staff	772,000
Philly Style Mag	First Ever Bold Women and Beer Festival in Philadelphia!	23-Apr-19	http://bit.ly/2vfAqf	Staff	60,600
Drink Philly	Celebrate Women in Beer at the Bold Women & Beer Festival, May 4	24-Apr-19	http://bit.ly/2GCJrp4	Drink Philly	27,500
BenFM	Ben Around Philly: Bold Women and Beer Festival	26-Apr-19	https://bit.ly/2LqyUDo	Staff	tbd.
UWISHUNU	28 Terrific Things To Do in Philly, April 29 - May 5	26-Apr-19	https://uwishu.nu/2IWUix6	Kelly Bucci	772,000
Metro (print)	Bold beauties and beer	30-Apr-19	http://bit.ly/2XV4hgT	Molly Given	234,000
Metro (online)	Everything you need to know about the city's first ever Bold Women & Beer Festival	30-Apr-19	http://bit.ly/2Wqzb8f	Molly Given	866,000
				APRIL IMPRESSIONS	4,782,536

2019 PRESS

MAY					
Philly Influencer	Sips and Eats: Philly's best food and drink picks for May 1-5	1-May-19	http://bit.ly/2ZLxMx2	Candis McLean	12,000
Hoodline	Philadelphia boasts a hot lineup of food and drink events this week	1-May-19	https://bit.ly/2IWqR1	Staff	tbd.
Broadstreet Review	Chinese Lantern Festival, CultureFest!, and Children's Festival headline a bustling weekend	1-May-19	https://bit.ly/2V3S55d	Kyle Hiller	tbd.
Where Magazine (print)	Calendar	1-May-19	http://bit.ly/2PQ5dtP	Staff Writer	120,000
Philadelphia Mag (online)	Things to Do in Philadelphia This Weekend	1-May-19	https://bit.ly/2ITS8kV	Patrick Rapa	1,500,000
UWISHUNU	Weekend Picks: South Street Spring Fest, Chinese Lantern Festival, Semana Mexican and More	2-May-19	https://uwishu.nu/2VcSqAg	Shannon Wink	772,000
Philadelphia Weekly (online)	PW Weekend May 3-5	2-May-19	http://bit.ly/2VHERPY	Staff	92,400
Philadelphia Weekly (print)	Calendar	2-May-19	http://bit.ly/2VjFdgo	Staff Writer	150,000
Philly.com	South Street Spring Festival, Bold Women & Beer Festival, The Derby at Woodford Mansion, and more events around Philadelphia, May 3-9	2-May-19	http://bit.ly/2VHoKly	Grace Dickenson	8,870,000
WHYY (online)	Tapping support of Pink Boots Society, the Bold Women and Beer Festival set for Saturday	3-May-19	http://bit.ly/2ZMc0t0	Trenae Nuri	738,000
Philly.com	Diversity in craft beer: 'That whole product and its culture is not even presented to an entire community of people'	3-May-19	http://bit.ly/2H1VHkG	Nick Vadala	8,870,000
Philly Voice	This weekend: South Street Spring Festival, Cinco de Mayo, Kentucky Derby	3-May-19	https://tinyurl.com/y6qj92ba	Sinead Cummings	2,040,000
UWISHUNU	Philly Food & Drink Picks: Vegan Eats, Indian Cooking, Mother's Day Deals And More	3-May-19	https://uwishu.nu/2JkETXq	Shannon Wink	772,000
UWISHUNU	Philly Food & Drink Picks: Vegan Eats, Indian Cooking, Mother's Day Deals, and More	3-May-19	https://uwishu.nu/2Y6An35	Shannon Wink	772,000
The Philadelphia Tribune	Female empowerment is brewing this weekend in Philadelphia	4-May-19	https://bit.ly/2VjAs6C	Jamyra Perry	625,000
				MAY IMPRESSIONS	25,333,400
				TOTAL IMPRESSIONS	39,077,936

PINK BOOTS SOCIETY

100% of the profits of the Bold Women and Beer Festival is donated to the Pink Boots Society, Greater Philadelphia Area Chapter.

Mission: The Pink Boots Society was created to assist, inspire and encourage women beer industry professionals to advance their careers through education.

The Pink Boots Society is an international non profit and USA tax exempt 501(c)3 organization.

The Pink Boots Society has 2,700+ members internationally. The Philadelphia Chapter currently has 90+ members, which work in Eastern Pennsylvania, Harrisburg and parts of New Jersey.



SPONSORSHIPS

TITLE SPONSOR - \$6000

- Ability to place banners around the perimeter of the event
- Prominent placement of logo on T shirt
- Logo on general admission glassware
- Logo on event posters and printed materials if sponsorship is committed to by print deadline
- Sponsorship mentioned in press release
- Extra large logo on event website & Facebook event page
- Large highlighted listing on map
- 5 minutes of stage time and the spot to toast the start of the festival
- Ability to place promotional items in VIP swag bag
- 10x10 space at festival - Includes 1 table
- 5 social media mentions
- 6 VIP tickets \$390 value
- 1 Title sponsorship available

STAGE SPONSOR - \$4000

- Ability to place banners on the stage
- Prominent placement of logo on T shirt
- Sponsorship mentioned in press release
- Large logo on event website & Facebook event page
- Large highlighted listing on map
- 2 stage/ band mentions or 3 minutes on stage during the festival
- Ability to place promotional items in VIP swag bag
- 10x10 space at festival - Includes 1 table
- 4 social media mentions
- 5 VIP tickets \$325 value
- 1 Stage sponsorship available

SPONSORSHIPS

VIP HOUR SPONSOR - \$3000

- Ability to place banners, handouts in the food truck - seating area and at water stations
- Prominent placement of logo on T shirt
- Logo on VIP glassware
- Large logo on event website & Facebook event page
- Large highlighted listing on map
- 2 stage/ band mentions or 3 minutes on stage during the VIP hour
- Sponsorship mentioned in press release
- Ability to place promotional items in VIP swag bag
- 10x10 space at festival - Includes 1 table
- 3 social media mentions
- 4 VIP tickets \$260 value
- 1 VIP Hour sponsorship available

INDUSTRY SPONSOR - \$2000

- Ability to place banners in the area we host the brewer's - volunteer's lunch
- Ability to place handouts in the brewer's packet they are given on festival day
- Ability to sponsor all emails to Pink Boots Philly members, participating breweries and vendors regarding the Bold Women and Beer fest - by including an ad or your logo and information on your business
- Logo on T shirt
- Logo on event website & Facebook event page
- Listing on map
- Ability to place promotional items in VIP swag bag
- 3 social media mentions
- 3 VIP tickets \$195 value
- 2 Industry sponsorships available

SPONSORSHIPS

CHECK IN SPONSOR - \$1000

- Ability to place banner and promotional materials on and around the check in table
- Logo on website
- Listing on the map
- 2 social media mentions
- 2 VIP tickets \$130 value
- 2 Check In sponsors available

T SHIRT SPONSOR - \$1000

- Prominent logo placement on the T shirt
- Logo on website
- Listing on the map
- 2 social media mentions
- 2 VIP tickets \$130 value
- 3 T Shirt sponsors available

A LA CARTE ADVERTISING OPTIONS

- Social media mentions \$50 each - mentions on Pink Boots Philadelphia and Bold Women and Beer Festival social media platforms
- Poster display \$75 - ability to place posters or handouts at the festival
- Shout outs \$50 each - on stage mentions In between band sets
- Exit flyers \$100 - ability to handout promotional materials as guests exit
- Swag bag \$100 - ability to place promotional items in the VIP swag bag
- Map listings
 - \$150 large highlighted listing on the map
 - \$100 large listing on the map
 - \$50 listing on the map



INFO AND CONTACTS

Bold Women and Beer Festival 2020
Saturday, May 16th 1 - 6pm
Love City Brewing Company
Philadelphia, PA

If you are interested in sponsoring or learning more about the Bold Women and Beer Festival Contact us at
Erin Wallace 215-779-7284
pbsphiladelphia@pinkbootssociety.org
Melissa Walter 484-683-5977
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