

South Carolina Brewers Guild



Sponsorship Packet 2025

Available Sponsorship Opportunities

For questions or to purchase a sponsorship opportunity, please reach out to Membership & Fundraising Committee co-chairs Chris Ranere (chris@indigoreefbrewing.com) and Josh Dodson (jdodson@newgroovebrew.com), or reach out to SCBG Association Manager Sam Slaughter (sam@scbeer.org).

Platinum – \$5,000 (Member: \$4,500)

- Opportunity for onsite branding and promotion during both events.
- Name on banner entering events
- Full banner for presenting sponsor
- Logo presence on Festival Beer Map, SCBC Website and ticket page
- Full page ad in program for the event
- Social media recognition (1 per quarter, plus 1 before and after events, 8 total)
- Newsletter recognition
- 6 VIP tickets + 10 General Admission tickets to Festival, 4 tickets for Conference
- Booth space at each event
- Opportunity to choose a specific sponsorship for festival or conference (see sponsorship area below)

Gold – \$3,000 (Member: \$2,500)

- Opportunity for onsite branding and promotion during both events
- Logo presence on Festival Beer Map, SCBC Website and ticket page
- Half page ad in program for the event
- Social media recognition (4 postings leading up to the event, 1 posting after events, six total)
- Newsletter recognition
- 4 VIP tickets + 8 General Admission tickets to festival, 2 tickets to Conference
- Opportunity to choose a specific sponsorship area for festival or conference

Silver – \$2,000 (Member: \$1,500)

- Opportunity for onsite branding and promotion during both events
- Logo presence on Festival Beer Map, SCBC Website and ticket page
- 1 quarter page ad in program for event
- Opportunity to sponsor specific portion of festival, from wristbands, tasting glasses, lanyards, or program
- 4 GA tickets for festival, 2 for conference

- 3 social media and newsletter recognition posts

Bronze – \$1,000 (Member: \$750)

- Logo presence on Festival Beer Map, SCBC Website and ticket page
- Opportunity to sponsor specific portion of festival, from wristbands, tasting glasses, lanyards, or program
- 2 GA tickets for festival
- 2 social media and newsletter recognition posts

Supporting – \$500 (Member: \$400)

- Logo presence on Festival Beer Map, SCBG Website and ticket page
- 2 GA tickets for festival
- 1 social media and newsletter recognition post

Commercial Booth Sponsorship – \$250

(Limit 5)

- Prime booth space at festival
- 4 GA tickets for festival
- Social media recognition post

Sponsorship Opportunities:

Festival Presenting Sponsor, Conference Presenting Sponsor, Festival Wristbands, Festival Tasting Glasses, Festival Program, Conference Program, Conference Lanyards, Festival VIP Area, Festival Children's Area, Festival Entertainment, Festival Market Area

Other sponsorship opportunities may be available. If you are looking for a specific type of sponsorship, please inquire with Association Manager Sam Slaughter (sam@scbeer.org).