



**The Bakersfield Active 20-30 Club Presents:
The 19th Annual Festival of Beers
Saturday April 30th, 2011
Stramler Park**

In 2010, the Bakersfield Festival of Beers was a huge success! Sponsors helped to raise more than \$70,000 for Kern County Children's Charities. This year, we need your continued support to reach our goal of \$100,000!

Here is what you can expect to see at this year's
19th Annual Bakersfield Festival of Beers:

- 3500+ Attendees
- Over 125 domestic, import, and microbrews for sampling
- Delicious food from your favorite local restaurants
- More than 90 booths vying for top honors in our "Booth Decorating Contest"
- Three LIVE bands on the main stage
- 2 DJ's and Karaoke
- Souvenir cups and wine glasses
- Unique entertainment in the VIP Area
- A Sunny day filled with good friends, great drinks, and an amazing time!!!

Attached is the sponsorship agreement for this year's 19th Annual Bakersfield Festival of Beers. If you have any questions, or would like more information regarding sponsorship, please call

Jason Browder, Chairman (661) 900-4878
Nick Stobaugh, Event Advisor (661) 301-1108

Blake Palla, Co-Chairman (661) 477-5521
or via email: FOB@Active2030.org

On behalf of the Active 20-30 Club and Kern County Children's Charities, I would like to thank you for your support!

JASON BROWDER
Chairman, 19th Annual Bakersfield Festival of Beers



The 19th Annual Bakersfield Festival of Beers Sponsorship Acceptance Agreement

| | |
|-----------------|------------------------|
| Event Date: | Saturday April 30,2011 |
| Set-up Time: | 9:00am - 12:00 noon |
| Event Duration: | 1:00pm - 5:00pm |

Sponsor's Name: _____

Sponsorship Level:

| | | | | | | | | | |
|------------|--------------------------|--------|--------------------------|----------------|--------------------------|---------------|--------------------------|---------|--------------------------|
| Presenting | <input type="checkbox"/> | Tent | <input type="checkbox"/> | VIP | <input type="checkbox"/> | Ticket | <input type="checkbox"/> | Gold | <input type="checkbox"/> |
| Silver | <input type="checkbox"/> | Bronze | <input type="checkbox"/> | Gen & VIP Food | <input type="checkbox"/> | VIP Food only | <input type="checkbox"/> | Auction | <input type="checkbox"/> |

Sponsorship Value: _____ cash _____ trade

All booth Sponsors are encouraged to decorate their booth(s) and are automatically entered in the "Booth Decorating Contest." The Winner of the contest will receive a plaque, along with a complimentary Bronze level Sponsorship for the following year's Bakersfield Festival of Beers Event. *Volunteers will be provided for pouring samples at your booth—this is a mandatory requirement as each pourer must be ABC certified—and is non-negotiable.* You are welcome to man your booth, pass out promotional items, meet people, and above all else, enjoy the festivities for the day!!!

IMPORTANT INFORMATION, PLEASE READ!!!

- Beer Pourers will be provided
- Booth space consists of: One- 10' x 5' space on grass or dirt, and One- 8' x 3' Table. No chairs or canopy provided, but are welcome
- You must have a ticket for entrance into the event (this includes entrance to work a booth)
- Entrance will be through Sam Lynn Ball Park side, North Gate
- ALL Booth set-up must be completed by 12:00 noon
- Please email Company Logo for all \$750+ Sponsors to: FOB@Active2030.org

Thank you for your support!

JASON BROWDER
Event Chairman (661) 900-4878

BLAKE PALLA
Event Co-Chair (661) 477-5521



The 19th Annual

Bakersfield Festival of Beers

Sponsorship Acceptance Agreement

ACTIVE 20-30 COPY

Sponsorship Level:

| | | | | |
|-------------------------------------|---------------------------------|---|--|----------------------------------|
| Presenting <input type="checkbox"/> | Tent <input type="checkbox"/> | VIP <input type="checkbox"/> | Ticket <input type="checkbox"/> | Gold <input type="checkbox"/> |
| Silver <input type="checkbox"/> | Bronze <input type="checkbox"/> | Gen & VIP Food <input type="checkbox"/> | VIP Food only <input type="checkbox"/> | Auction <input type="checkbox"/> |

Value of Sponsorship: _____

Power is Requested for Booth operation

Sponsor Company Name: _____

Address: _____

City, State, Zip: _____

Contact Person: _____ Phone: () - _____

Email: _____

Signature

Date

Please make checks payable to:

Active 20-30 Club #27
19th Annual Festival of Beers
P.O. Box 415
Bakersfield, CA 93303

20-30 Member Contact

Name _____

Active 20-30 Club
Bakersfield Chapter #27
Est. August 7, 1928



*“A Man Never Stands So
Tall As When He Kneels
To Help A Child”*

The 19th Annual Festival of Beers Sponsorship Agreement Proceeds to Benefit Kern County Children’s Charities

Presenting Sponsor- \$10,000

- Please contact an event Chairman for this opportunity

Main Stage Sponsor- \$5000 (1 Available)

- Stage will be referred to as (Your Company’s Name) stage
- Between acts (Your Company) will be announced as the stage sponsor
- Banners (provided by Sponsor) will be showcased on stage
- Company logo will be prominently displayed on promotional advertisement
- Inclusion in promotional print, radio, and television spots as well as recognition in all press releases
- Recognition in the Festival of Beers Program
- Includes One booth in Premier location (table provided)
- (10) VIP Entrance tickets

Tent Sponsor- \$4,000 Tent (3 Available)

- Tent will be referred to as (Your Company’s Name)Tent
- Banners (provided by Sponsor) will be showcased on Tent
- Company logo will be prominently displayed on promotional advertisement
- Inclusion in promotional print, radio, and television spots as well as recognition in all press releases
- Recognition in the Festival of Beers Program
- Includes One booth in Premier location (table provided)
- (10) VIP Entrance tickets

VIP Sponsor- \$5,000

SOLD!

- VIP Section will be named after (Your Company)
- Between acts (Your Company) will be announced as the VIP sponsor
- Banners (provided by Sponsor) will be showcased in VIP Area
- Company logo will be prominently displayed on promotional advertisement
- Inclusion in promotional print, radio, and television spots as well as recognition in all press releases
- Recognition in the Festival of Beers Program
- (10) VIP Entrance tickets

Active 20-30 Club
Bakersfield Chapter #27
Est. August 7, 1928



*“A Man Never Stands So
Tall As When He Kneels
To Help A Child”*

Ticket Sponsor- \$2,000 (2 Available)

- You will receive ½ of the Entrance Ticket to use for Company advertising
- Company logo will be prominently displayed on promotional advertisement
- Inclusion in promotional radio spots for the Event
- Inclusion in all press releases
- Recognition in the Festival of Beers Program
- One booth (table provided)
- (6) VIP Entrance tickets

Gold Level Sponsor- \$1,500 (10 Available)

- Inclusion in promotional radio spots for the Event
- Inclusion in all press releases
- Recognition in the Festival of Beers Program
- Two Booths (tables provided)
- (4) VIP Entrance tickets + (4) General Admission Tickets

Silver Level Sponsor- \$750 (Unlimited Opportunities Available)

- Inclusion in all press releases
- Recognition in the Festival of Beers Program
- One booth (table provided)
- (4) VIP Entrance tickets

Bronze Level Sponsor- \$350 (Unlimited Opportunities Available)

- Recognition in the Festival of Beers Program
- One booth (table provided)
- (4) General Admission tickets

Food Sponsor (General & VIP)- \$350 Cash Donation and 500 Food Samples

- Inclusion in all press releases
- Recognition in the Festival of Beers Program
- One booth in General area (table provided)
- One table provided in VIP Area (for 500 Food Samples)
- (4) VIP Entrance tickets

Food Sponsor (VIP only)- 500 Food Samples

- Inclusion in all press releases
- Recognition in the Festival of Beers Program
- One table provided in VIP Area (for 500 Food Samples)
- (4) General Admission tickets

Auction Item Sponsor- \$100 Minimum Value

- Recognition during Auction
- Recognition in the Festival of Beers Program
- Will consider Sponsor trade for Larger Value Donation Items