



BEER WORTH FINDING

VERMONT BREWERS FESTIVAL BURLINGTON

VERMONT BREWERS ASSOCIATION

WATERFRONT PARK JULY 18-19, 2025 BURLINGTON, VERMONT

Sponsorship Opportunities



Established in 1991, the Vermont Brewers Festival is a successful two-day premier craft beer event on the waterfront in Burlington, Vermont. Hosted by the Vermont Brewers Association, the Vermont Brewers Festival is the first of its kind thrown for the brewers by the brewers. The VBA is a 501(c)6 non-profit trade organization, the festival serves as our biggest fundraiser supporting our mission of promoting and strengthen the culture of craft beer in Vermont through marketing, education and advocacy for Vermont made beer.

Patrons travel from all over the country to attend our festival - located in one of Vermont's most picturesque locations, the shores of Lake Champlain. Come taste beers you won't find anywhere else in the world and align your business with Vermont's most popular craft beer festival.

Festival Facts:

- Two Days / 3 Tasting Sessions / 6,000 Attendees
- 50 breweries from Vermont / New England / Canada
- 16 local food & retail vendors
- Educational fermentation experience
- Large scale games, music, entertainment
- Vermont's Premier Craft Beer Festival



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~~PRESENTING SPONSOR (1)~~~~\$10,000~~

- 10'x10' tent space at the event for all three sessions
- Event day signage throughout the event (provided by sponsor)
- Two tear drop flags at the entrance of the festival (provided by VBA)
- Announcements from the stage at all three sessions
- Logo and link on vermontbrewers.com
- Full page advertisement on the back of festival guide + logo placement
- Advertising on all event tickets
- Dedicated social media post
- Featured in all pre-event and post event promotional emails to brewers and attendees
- Volunteer opportunities
- 35 tickets to attend the event

~~GLASSWARE SPONSOR (2)~~~~\$7,500~~

- Logo on the official festival tasting glass used by all attendees
- Event day signage in dining tent (provided by sponsor)
- Announcements from the stage
- Logo and link on vermontbrewers.com
- Half page advertisement in festival guide + logo placement
- Dedicated social media post
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 25 tickets to attend the event

~~WRISTBAND/TICKET BUCKET SPONSOR (1)~~~~\$7,500~~

- Company name printed on all attendee tasting wristbands + ticket collection buckets at each brewer tent
- Announcement of sponsorship from stage
- Logo and link on vermontbrewers.com
- Featured in pre-event and post event promotional emails
- Full page advertisement and logo placement in the festival guide
- Dedicated social media post
- Featured in all pre-event and post event promotional emails
- 25 tickets to the event

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STAGE/MUSIC SPONSOR (1).....\$5,000

- Music at all three sessions. The stage is located near the food and retail area of festival
- Stage signage (provided by sponsor)
- Announcement of sponsorship from stage at all three sessions
- Logo and link on vermontbrewers.com
- Logo and half page ad in the festival guide
- Mentioned as a sponsor in 6 pre and post event emails to brewers and attendees
- 25 tickets to the event

GAMES SPONSOR (1).....\$5,000

- Game space for attendees to have fun during event
- Presence at the event with booth and table space (10'x10 tent with 8' table)
- Announcement of sponsorship from stage at all three sessions
- Area signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Half page advertisement and logo placement in the festival guide
- Mentioned as a sponsor in 6 pre and post event email to our brewers & attendees
- 15 tickets to the event

~~**ENTERTAINMENT SPONSOR (1).....\$5,000**~~

- Presence at the event with booth and table space (10'x10 tent with 8' table)
- Presents the music talent
- Announcement of sponsorship from stage at all three sessions
- Area signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Half page advertisement and logo placement in the festival guide
- Mentioned as a sponsor in 6 pre and post event emails to brewers and attendees
- 15 tickets to the event

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~~WATER TRUCK SPONSOR (1).....\$3,500~~

- Water Truck Info - Attendees, brewers, and volunteers access water in this area to rinse their tasting glasses and fill water bottles.
- Announcement of sponsorship from stage at all three sessions
- Signage on Water Truck (provided by sponsor)
- Logo and link on vermontbrewers.com
- Half page advertisement and logo placement in the festival guide
- Mentioned as a sponsor in 6 pre and post event email to brewers and attendees
- 10 tickets to the event

HANGOUT ZONE SPONSOR (1).....\$2,500

- Lounge area for attendees to have fun during event
- Sponsored provided chairs, loungers, hammocks for attendees in chill/hang out zone
- Announcement of sponsorship from stage during each session
- Area signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Featured in pre-event and post event promotional emails
- Quarter page advertisement and logo placement in the festival guide
- Mentioned as a sponsor in 3 pre and post event emails to brewers and attendees
- 5 tickets to the event

~~FERMENTATION TENT SPONSOR (1).....\$2,500~~

- Educational portion of the festival where all things fermentation are discussed with brewers, farmers, and local fermenters for three sessions with different panel for each one.
- 60 seats/tickets per session
- Logo and link on vermontbrewers.com
- Signage in Fermentation Tent (provided by sponsor)
- Logo and link on vermontbrewers.com
- Mentioned as sponsor in 3 pre and post event email to brewers and attendees
- Announcement from stage during event at all three sessions
- Logo and quarter page ad in festival guide
- 5 Tickets to festival

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BREWER AFTER PARTY SPONSOR (2).....\$1,500

- Brewer after party will be on Friday at Foam Brewers
- Opportunity to hang out with the brewers, hand out swag, samples, etc
- Signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Logo and quarter page ad featured in the festival guide
- Mentioned as a sponsor in 3 pre and post event email to brewers and attendees
- Announcement from stage as sponsor at Friday session
- 3 tickets to the after-party + 3 tickets to the festival

BREWER HOSPITALITY SPONSOR (2).....\$1,500

- Brewer Hospitality - snack and drink baskets for brewers during event
- Signage at festival (provided by sponsor)
- Announcement from stage as sponsor for all three sessions
- Logo and link on vermontbrewers.com
- Logo and quarter page ad featured in the festival guide
- Mentioned as a sponsor in 3 pre and post event email to brewers and attendees
- 3 tickets to the festival

EVENT SUPPORTER (5).....\$500

- Logo and link on vermontbrewers.com
- Mentioned as a event sponsor in pre and post event email to brewers and attendees
- 2 tickets to the event

INTERESTED IN SPONSORSHIP?

EMAIL EMMA ARIAN | EXECUTIVE DIRECTOR | EMMA@VERMONTBREWERS.COM

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