



# Sponsorship Opportunities

June 22 & 23, 2024  
Vermont State Fairgrounds

# About Us

The BBQ & Brew Festival returns for its 2<sup>nd</sup> year to wet the appetites and quench the thirst of the loyal supporters that will flock to the Vermont State Fairgrounds for another BBQ & Brew Festival experience. Green Mountain Event Production understands what it takes to plan and execute an event that is worthy of a sponsor's participation. The BBQ & Brew Festival will be an experience the customer desires and will bring the crowds and the right demographic to exceed sponsor expectations. The BBQ & Brew Festival is a Festival of local restaurants, beloved food trucks and an assortment of beverages all participating in a 2-day outdoor event. National entertainment, local bands and DJ's will perform a variety of music to set the vibe and keep the energy high. There will also be engaging and interactive experiences for the guests to enjoy and certainly wanting more. Fundraising efforts will benefit The Josh Pallotta Fund, all while keeping the main focus of the BBQ & Brew Festival being to help benefit the community as a whole.





## Highlights

- **Estimated Attendance:** 3,000 attendees each day
- **Dates:** June 22 & 23, 2024
- **Times:** Noon to 6:00pm
- **Cost:** \$15 in advance, \$20 on event day. Individuals 20 & Under are FREE
- **Food/Drink:** Will vary by vendor.
- **20+ Brands & Businesses** – Local restaurants, food trucks and brands showcasing their products to the community for everyone to enjoy.
- **Main Stage** – Live music, which will include many different genres for people to sing along, dance or just relax and enjoy the sounds as they brighten up the Fairgrounds
- **Other Activities** – Cornhole Tournaments will be available to all to participate . Limited spots are available.



# Who is Attending

## Rutland County

- Number of Residents: 58, 527
- Average Household Income: \$57,000
- Median Age: 47

## Bordering Counties

- Bennington County  
Residents: 35,650  
Avg. Income \$58,200  
Median Age: 46
- Addison County  
Residents: 36,950  
Avg. Income \$70,250  
Median Age: 44
- Washington County  
Residents: 61,304  
Avg. Income \$59,600  
Median Age: 44



# Sponsorship Opportunities

- **PRESENTING SPONSOR:** Major visibility for your corporate brand, beginning with our promotional & marketing campaigns coupled with onsite activation to reach your target audience.
- **ENTITLEMENT SPONSOR:** Corporate brand exposure while providing a designated area that provides a VIP festival experience for our guests.

## **ENTITLEMENT AREAS:** Sponsorship packages with naming rights

- Stage & Entertainment
  - Bar & Lounges
  - Casino Tent
  - Pairing Tent
  - Marketplace
  - Kids Fun Zone
  - Cornhole Course & Boards
- **FESTIVAL SPONSOR:** Interact and connect directly with patrons. Enjoy online and onsite presence to promote your products and services.
  - **IN-KIND SPONSOR:** Companies who want to contribute goods an/or services for great exposure at the Festival.





# SPONSORSHIP BENEFITS

The **BBQ & Brew Festival** is committed to offering our supporters valuable and effective sponsorship packages. A customized sponsorship package will be developed to fit your company's individual needs. Sponsorship packages range from \$20,000 to \$500. The following opportunities are a sample of what is available:

## ON-SITE ACTIVATIONS

Join us and engage with a desirable audience face-to-face. Customized packages that include on-site activations can leverage:

- High-traffic placement
- High-visibility booth signage
- Sampling and couponing availability
- Ticket packages
- Specialty deliverables customized specifically to the Sponsors needs.

## ADVERTISING CAMPAIGN

Depending on your level of investment, your message will be seen and/or heard during BBQ & Brew's promotional periods as well as on-site, through a variety of media:

- Radio
- Print Media
- Digital
- Print & Collateral Materials
- Social Media
- Website



# Thank you!



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Contact Matt Fillioe: (754) 224-6571  
Matt@liberationevent.com