

JUNE 11-12
SPONSORSHIP
OPPORTUNITIES

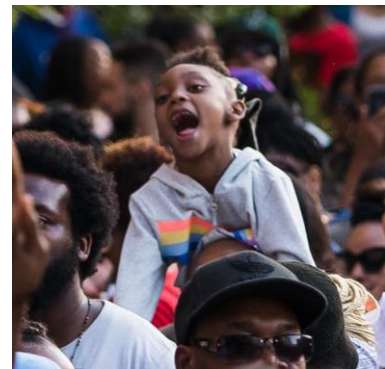


HYDE PARK SUMMER FEST

Hyde Park Brew Fest is now Hyde Park Summer Fest.

Since our launch in 2014, we have grown bigger than ever, and want the name to reflect what our festival is today.

It's larger than just craft beer. We bring the best in culture, world class musical performances & cuisine. We have grown into a family friendly festival, still right in the heart of one of Chicago's most iconic neighborhoods.



HYDE PARK SUMMER FEST



DATE:

June 11 -12 , 2022
59th & Ellis (In the Midway)



HIGHLIGHTS:

Craft Beer Sampling
National Hip Hop/House Music DJs
Food & Product Vendors
Family Friendly Activations



PROJECTED 2020 AUDIENCE:

60,000 attendees over two days

The two-day celebration returns with expanded food offerings, beer and cider samplings from over 50 different breweries and an exciting lineup of national and local artists.

LIVE performances by world renowned DJs including Biz Markie, DJ Jazzy Jeff, DJ Terry Hunter, Rich Medina, Alan King, Clark Kent, D-Nice, and Mad Skillz.



HYDE PARK SUMMER FEST 2020 REVIEW

- Over 70,000 attendees - 150M Total Media Reach
- 4.7M impressions on Social Media
- Crowd included Hollywood celebrities, local politicians, entrepreneurs, Chicagoans and tourists.
- Music, food and a variety of refreshments
- Musical entertainment by world-renowned producers & DJs
- 50+ breweries on-site offering a range of ciders and beers
- Delicious dishes by local restaurants and food trucks
- **\$2.6M in estimated economic impact**



HYDE PARK MADE QUITE A (media) IMPRESSION

IMPRESSIONS IN 2019

TOTAL MENTIONS:

136

TOTAL REACH:

150M

SHARE OF SENTIMENT:

100%
(positive)



FEATURED IN:



Chicago Tribune

Daily Herald



THRILLIST



WGN RADIO 720

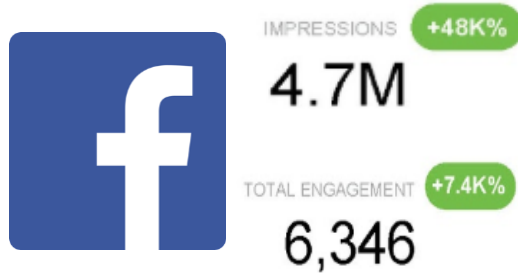



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#HPBF2020-SOCIAL MEDIA BUZZ REVIEW

Social media played an important role in not just promoting festival attendance but showcasing all HPBF had to offer as well as confirmed sponsors.



 **Tara Nicole** recommends Hyde Park Brew Fest.
June 2 at 10:15 PM

First time attendee... and I went alone. Great music and beautiful people, I will definitely do it again. I had a ball!!!!

 **Vollie Veester Macon Jr.** recommends Hyde Park Brew Fest.
June 3 at 6:57 AM

I had a great time!!! My first time attending and I will be back next year!!!!
Beautiful people, good food and good music!!!

 **Quentin Creole Batteast** recommends Hyde Park Brew Fest.
June 2 at 7:57 PM

great food choices, amazing vendors and music. the beer was great and was just an overall amazing atmosphere!



PAST SPONSORS & ACTIVATIONS

Eat, Drink & Be Events has proudly partnered with brands to create memorable consumer experiences that drive conversion and brand affinity.



2022 SPONSORSHIP TIERS

| Event Sponsorship Benefits | Presenting \$25,000 | Entertainer \$15,000 | Top Shelf \$10,000 | Neighbor \$7,500 | Small Business \$5,000 |
|---|------------------------|-------------------------|-----------------------|---------------------|------------------------------|
| Right to co-promote HPSF as the title sponsor | ★ | | | | |
| Opportunity to present during the event | ★ | | | | |
| Social Media posts 100% SOV for the sponsor | ★ | ★ | | | |
| Inclusion in press releases, traditional media, and social media engagement | ★ | ★ | ★ | | |
| Opportunity to distribute branded gifts to paid attendees | ★ | ★ | ★ | | |
| Logo inclusion on digital collateral (banners, email, FB, Instagram, Snapchat, website) | ★ | ★ | ★ | ★ | |
| Logo on event related signage | ★ | ★ | ★ | ★ | ★ |
| On site booth space | ★ | ★ | ★ | ★ | ★ |
| Number of guests for <i>Premium</i> event access | 20 guests | 10 guests | 5 guests | 2 guests | 1 guest |
| Logo inclusion on all printed promotional collateral | ★ | ★ | ★ | ★ | ★ |

ADDITIONAL ACTIVATION CATEGORIES

\$3,500



Booth Space Only

Placement of up to 10x10 furnished tent

\$4,000



CHARGING STATION

\$3,500



HYDRATION STATION

CONTACT US

Let's Get Social



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