

The Great Southern Beer Festival



April 27, 2024
Springdale, Arkansas

Free!

Live Music

Fundraiser

15 Arkansas Breweries

10 Arkansas Nonprofits

Join **Ale-Truism** in bringing the first annual **Great Southern Beer Festival (GSBF)** to NW Arkansas! A first of its kind event, GSBF will be open to the general public and will bring live music, incredible, local beer, and the Northwest Arkansas community together, to raise much needed dollars for TEN of our local non-profit organizations.

With live music featuring **The Cleverly's**, and NWA favorite, **The Repo'd Trailers**, attendees and sponsors will feel the Southern energy in the air, while helping neighbors in need. Beer and food pairings from several local breweries and restaurants will make this a fundraiser to remember!

The Great Southern Beer Festival



GSBF Sponsorship Levels

Presenting – Limit 1	Co-branded event	\$35,000
<ul style="list-style-type: none">• 15 VIP Dinner & Passes• Co-chair opportunity with on stage recognition throughout event• Presents the “big check” at end of event from on stage with chair, Greg Cathey• Corporate logo on advertising media• Stage Banner, shoutouts and referenced as sponsor on all materials• Includes Vendor table		
Founding – Limit 1	Large Brand presence	\$20,000
<ul style="list-style-type: none">• 10 VIP Dinner & Passes• On stage recognition throughout the event• Prominent logo usage on stage and key stations at event• Dedicated branded location (i.e. – Biergarten, Beer tent)• Includes Vendor table		
Platinum – Limit 3		\$10,000
<ul style="list-style-type: none">• VIP Dinner & Passes (committee to help define this experience)• On stage recognition throughout the event• Branded station at event (ie. - Kids Zone, Food Trucks, photo booth)• Includes Vendor Table		
Gold		\$5,000
<ul style="list-style-type: none">• Web & Social media presence• Use of logo on select stations at event• Includes vendor table		
Silver		\$2,000
<ul style="list-style-type: none">• Your company’s logo on signage at the event• Includes vendor table		
Vendor Table	<i>- non-sponsorship</i>	\$100
<ul style="list-style-type: none">• 10’ x 10’ space at the event reserved for your organization• Can be used to sell merchandise, give aways, or information		

VIP GSBF Experience



VIPs will get the best seat in the house for the event with an exclusive front row to the live music, access to a steak dinner hosted by Steaks for Sheepdogs nonprofit, wine and snacks hosted by The Racket.



Our chairpersons will be on hand throughout the event at the VIP tent to mix and mingle with you. Presenting, Founding and Platinum sponsors will receive a limited number of tickets to this experience. Additional seats for VIP experience can be purchased online.



Greg Cathey
SVP, Walmart

GSFB Sponsorship Signage

- Depending on which sponsorship your company selects, your organization's brand will be integrated in the experience for our event and across our marketing and media materials with broad exposure for several weeks leading to and during the event itself!

GSFB Vendor Tables

The event will have open spaces available along Emma Street and under the covered pavilion area next to Turnbow Park, for Vendor Tables.

What a great way to interact with the crowd and share more about your business! Whether you're a small local business or a large vendor calling on retail, this is the best bang for your buck at this event!

Note: Sponsors will have a table reserved in their package.



**Contact Us for
Sponsorship
Information**

