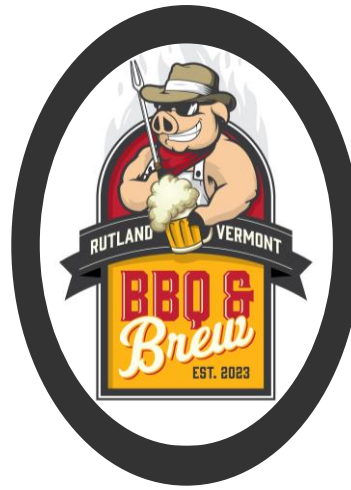


Sponsorship Opportunities

- June 21 & 22, 2025
- Vermont State Fairgrounds



About Us

The BBQ & Brew Festival returns for its 3rd 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
- **Dates:** June 21 & 22, 2025
- **Times:** Noon to 8:00pm Saturday
Noon to 8:00pm Sunday
- **Cost:** \$15 in advance, \$20 on event day.
Kids 12 & Under are FREE
- **Food/Drink:** Will vary by vendor.
- **20+ Brands & Businesses** – Local restaurants, food trucks, breweries and other 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** – Free kids activities, Cornhole Tournaments and more will be available for our attendees to participate in.



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



Presenting Sponsor: \$20,000

Major visibility for your corporate brand, beginning with our promotional & marketing campaigns coupled with onsite activation to reach your target audience.

- Recognition as the Presenting Sponsor of the BBQ & Brew Festival
- Logo / Brand tattooed on the arm of the BBQ & Brew Pig
- Activation space of the sponsors choice in a prime location on Festival grounds
- On-site presence (Logo on all BBQ & Brew Signage)
- Logo inclusion on all collateral materials including festival tickets, posters, website with hyperlink to sponsor homepage
- Logo and name recognition as the presenting sponsor on all media and communications for the BBQ & Brew Festival (TV, Radio, Print, Digital, OOH, Social)
- Two hundred (200) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- Event logo rights for promotions



Entitlement Sponsor: \$5,000

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
- Kids Fun Zone
- Logo and name recognition as a media sponsor on all media and communications for the BBQ & Brew Festival (TV, Radio, Print, Digital, OOH, Social)
- Activation space in a prime location on Festival grounds
- Logo on select event signage located at the entrance of the Festival.
- Logo inclusion on select collateral materials, BBQ & Brew Festival website with hyperlink to sponsor homepage
- Fifty (50) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- Three (3) dedicated social media posted announcing your involvement in the BBQ & Brew Festival.
- Pairing Tent
- Cornhole Tournaments & Boards
- Other...



Media Sponsor: \$2,500

Let it be seen and heard! Attach your brand to all the BBQ & Brew media.

- Logo and name recognition as a media sponsor on all media and communications for the BBQ & Brew Festival (TV, Radio, Print, Digital, OOH, Social)
- Activation space in a prime location on Festival grounds
- Logo on select event signage located at the entrance of the Festival.
- Logo inclusion on select collateral materials, BBQ & Brew Festival website with hyperlink to sponsor homepage
- Fifty (50) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- Three (3) dedicated social media posted announcing your involvement in the BBQ & Brew Festival.



Festival Sponsor: \$1,000

Interact and connect directly with patrons. Enjoy online and onsite presence to promote your products and services.

- Activation space in a prime location on Festival grounds
- Logo on select event signage located at the entrance of the Festival.
- Logo inclusion on select collateral materials, BBQ & Brew Festival website with hyperlink to sponsor homepage
- Thirty (30) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- Two (2) dedicated social media posts announcing your involvement in the BBQ & Brew Festival.



Friend of the Festival: \$500

Help support your local community festival.

- Logo on select event signage located at the entrance of the Festival.
- Logo inclusion on select collateral materials, BBQ & Brew Festival website with hyperlink to sponsor homepage
- Twenty (20) tickets to the BBQ & Brew Festival for family, guests, company employee's and VIP's
- One (1) dedicated social media posted announcing your involvement in the BBQ & Brew Festival.



Thank you!



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BBQ&BrewVT.com



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