



Saturday, June 2nd, 1-5PM  
Wells Fargo Center for the Arts, Santa Rosa

It is our pleasure to invite you to participate as a sponsor of *The 21st Annual Beerfest*! Thanks to the generosity of our local community, *The Beerfest* has earned a reputation as *the* outstanding beer tasting in Northern California. With a growing audience each and every year (about 1,400 in 2011!), new and exciting food pairings, and specialty brews being introduced, 2012 is bound to be the best year yet!

Over its twenty-one-year history, *The Beerfest* has established itself as an incredible marketing event for local companies, and as one of the best beer tastings in Northern California. **At the same time, *The Beerfest* has been a consistent and successful fundraiser for Face to Face | Sonoma County AIDS Network.**

Face to Face works to improve the lives of people affected by HIV, and to reduce the number of new infections in Sonoma County. **Your sponsorship will help Face to Face provide essential services for more than 500 men, women, and children who live with AIDS in our community.**

In addition to supporting Face to Face, a sponsorship relationship with *The Beerfest* will provide tangible advertising value to you as your business is featured in tandem with *Beerfest* advertising and promotion. You will have the opportunity to showcase your business at the event to approximately 1,400 potential new customers; will have a direct link to your businesses website via the *Beerfest* web page at [www.f2f.org/beer\\_fest2012](http://www.f2f.org/beer_fest2012); and will have the opportunity to participate in social media campaigns to expose your business year-round to our strong and ever growing social media groups.

We hope you will join us in our commitment to making this year's event a record-breaking success. Please learn more about the event at [www.f2f.org](http://www.f2f.org), and consider one of the sponsorships we've listed on the following page. We ask to receive sponsorship pledges by March 30th so that we can include your business in all advertising and promotional materials.

Feel free to contact me at 707-544-1581 or [eschroeder@f2f.org](mailto:eschroeder@f2f.org) with any questions. Sponsorship forms may be faxed to my attention at 707-544-1586. Thank you!

Sincerely,

Emily Schroeder, Development Department

# 2012 SPONSOR REGISTRATION FORM

Please return form by Friday, March 30, 2012



## THE BIG BREWSKY \$1,000

MENTION IN RADIO ADVERTISING

SPONSOR LOGO ON POSTER & PROGRAM\*

LOGO & LINK ON THE BEERFEST WEB SITE\*

MENTION IN PRESS RELEASES

PRIME BOOTH SPACE AT THE BEERFEST, SELLING PERMITTED

8 COMPLIMENTARY TICKETS

## SUPER STOUT \$750

SPONSOR LOGO ON POSTER & PROGRAM\*

LOGO & LINK ON THE BEERFEST WEB SITE\*

MENTION IN PRESS RELEASES

BOOTH SPACE AT THE BEERFEST, SELLING PERMITTED

6 COMPLIMENTARY TICKETS

## AMAZING ALE \$500

LISTING ON POSTER AND IN PROGRAM

LISTING ON THE BEERFEST WEB SITE

BOOTH SPACE AT THE BEERFEST, SELLING PERMITTED

4 COMPLIMENTARY TICKETS

## LOVELY LAGER \$250

SMALL LISTING ON POSTER AND IN PROGRAM

2 COMPLIMENTARY TICKETS

**Yes! I would like to promote my business *and* support the work of Face to Face by participating as a sponsor of The Beerfest!**

BIG BREWSKY \$1,000

SUPER STOUT \$750

AMAZING ALE \$500

LOVELY LAGER \$250

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web site \_\_\_\_\_

Please print my sponsorship name as:

\_\_\_\_\_

Payment Method

- Enclosed is my check made payable to Face to Face.
- Please charge my VISA/MC for the full amount.
- Please charge my VISA/MC \$\_\_\_\_\_ per month beginning in \_\_\_/\_\_\_/11 and ending \_\_\_/\_\_\_/\_\_\_\_. (no later than one year from your first payment date)
- This is my pledge. Please contact me for payment arrangements.

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Print name on card \_\_\_\_\_

**\*Deadline for logo submission (e-mail to [eschroeder@f2f.org](mailto:eschroeder@f2f.org)) is March 30, 2012.**

In the absence of digital files, company name will be used.

Please return this form by mail to 873 Second Street, Santa Rosa, 95404, or fax to 707-544-1586.

Contact Emily Schroeder at (707) 544-1581 if you would like more information.