



CHESHIRE BEER FESTIVAL®

Sponsorship Pack 2019



March 22nd and 23rd 2019
Held in the County Stand, Chester Racecourse

About the Cheshire Beer Festival®



- ❖ **Thank you for your interest in sponsoring our CAMRA festival**

- ❖ **The Cheshire Beer Festival® attracts 1,600 beer and cider drinkers each year and offers visitors the following -**
 - ❖ Over 80 real ales, all cooled and managed so the whole range is available at the start of every session, even the final evening
 - ❖ Judging and announcement of the prestigious CAMRA Champion Beer of Cheshire
 - ❖ Over 20 types of real cider and perry, many from local producers
 - ❖ Hot and cold food at all sessions in the adjoining restaurant room
 - ❖ Live music all sessions (quieter sets for Saturday afternoon)
 - ❖ Traditional pub games including the Chester Bagatelle League (thanks to the Olde Cottage)
 - ❖ A quiet upstairs seating room - The Lounge – including display or sales tables for pubs, breweries and businesses
 - ❖ Wonderful location at the historic Racecourse in Chester
 - ❖ Free Parking (coaches by prior arrangement), disabled access and toilets

About CAMRA



With over 188,000 members around the world, the Campaign for Real Ale is considered one of the most successful consumer campaigns ever. Our aim is to have good quality real ale, ciders and perries and to have thriving pubs and clubs in every community.

- We are independent and our policies and campaigning objectives are set by our membership
- CAMRA's decision making process is wholly independent of any commercial companies or other organisations
- We are not-for-profit and all proceeds are put back into achieving our campaigning objectives
- We are consumers.

About the Organisers

The festival is organised and run by the following Cheshire branches of CAMRA: Chester & South Clwyd, Wirral, North Cheshire, Halton, South Cheshire and East Cheshire.

All the staff are volunteers who give up their time in the cause of promoting real ale and cider.

To find out more about each branch scan the QR code to find the links for CAMRA near you - <http://www.camra.org.uk/camra-near-you>.



**CAMPAIGN
FOR
REAL ALE**



Sponsorship Opportunities



- ❖ **Thank you for your interest in sponsoring the festival this year**

- ❖ **We can offer many different sponsorship options from £50 to £120 to suit every budget. These include but are not limited to:**
 - ❖ Sponsor a Cask of Real Ale
 - ❖ Advertise in the Programme
 - ❖ Tables in the Lounge for pubs, breweries and businesses for displays or sales
 - ❖ Festival Beer Mats (now taken for 2019)
 - ❖ Festival Bar Towels
 - ❖ Entertainment
 - ❖ Beer Vouchers
 - ❖ Festival Tickets
 - ❖ Festival Glasses
 - ❖ Cider Bar

- ❖ **More opportunities may be available, please get in touch to discuss!**

Festival Glasses Sponsorship



Approximate cost £1200

Want your brand to be looked at by over 1,600 drinkers during the weekend and then be kept as a souvenir?

Our high quality festival glasses are always a treasured keepsake from the festival meaning your logo will still be seen many years after the festival has ended.

Get in touch to discuss how to claim the much valued glass sponsorship which will also include some free tickets and advertising in the programme.



Sponsor a Cask



Cost: £50

✓ What you Get

- ✓ Name and details printed on the front of the cask
- ✓ Details printed with your beer in the festival programme
- ✓ Name printed in sponsor list in programme
- ✓ Name listed on sponsor board in the hall
- ✓ Name and link added to festival website
- ✓ Name appears with your beer on the overhead TV screens during the festival
- ✓ 2 Free Tickets to a session of your choice
- ✓ Free Voucher for first drink



If you'd like to sponsor a specific beer then please let us know.

Programme Advertising

Full Page (Colour) Cost: £120

✓ What you Get

- ✓ Full Page Colour advert in the programme
- ✓ Name included in sponsor list in the programme
- ✓ Name included on sponsor board in the hall
- ✓ Name included on sponsor list on the overhead TV monitors
- ✓ Name and link on festival website
- ✓ 4 Free Tickets to a session of your choice
- ✓ Free Voucher for first drink

38	More White	Experimental eye beer with a strong hop character.	7.4	B
39	Dev's Craft	collaboration beer with Kit Brewery. Red IPA brewed with Simcoe and Mosaic hops. Rags of fruit with a complex malt backbone.	5.8	SB
40	Dev's Craft	Seven Peaks Mosaic IPA Strong IPA brewed with the Mosaic hops.	5.2	SB
41	Elard	Consume. Full-flavoured witbeer. Rich liquorier flavors, chocolate and a good dose of wheat.	6.5	P
42	Fallos	Just The Ticket Hazy and pale. Brewed with NZ and US hops for make a refreshing light beer.	4	G
43	Fallos	Just The Ticket Fresh hop aroma.	5.5	SP
44	Fredsham	Plasma Ale Hazy ale with citrus notes and a black pepper kick.	3.7	B
45	Fredsham	Gold and red hop aroma. Brewed with a dry hit.	4.3	G
46	Frost Row	Punchy pale ale with the punch of hops.	4.4	SB
47	Frost Row	Just The Ticket Hazy and pale. Brewed with NZ and US hops for make a refreshing light beer.	3.8	B
48	Frost Row	New World hops and a real zestiness to this golden beer.	4.2	B
49	Fyne Ales	His strong citrus notes through use of the Citra hop. A very light golden ale that can be drunk in any season.	3.8	G

01244 520133
Broughton Hall Road, Broughton, Chester.

Please see contacts page for artwork requirements etc

Programme Advertising

Half Page (Colour) Cost: £80

✓ What you Get

- ✓ Half Page Colour advert in the programme
- ✓ Name included in sponsor list in the programme
- ✓ Name included on sponsor board in the hall
- ✓ Name included on sponsor list on the overhead TV monitors
- ✓ Name and link on festival website
- ✓ 3 Free Tickets to a session of your choice
- ✓ Free Voucher for first drink

78	Mulberry	Red Vienna Light red beer brewed with Vienna Malt.	4.2	SB
79	Mulberry	Whirlybird Pale Ale, mixed yet full bodied, light yet complex with a smooth subtle spicy finish.	4.0	SB
80	Mulberry	So Nap Pale Ale, mixed yet full bodied, light yet complex with a smooth subtle spicy finish.	4.1	B
81	Mulberry	Phobos Well-balanced, full-bodied, malty beer with a long, complex finish.	5.1	SB
82	Northern Monk	Faith American Pale Ale. Full in malted and packing a massive soft fruit punch from Clara hops.	5.2	SB
83	Northern Monk	A smooth golden ale with a hint of orange.	4.0	SB
84	Oakham	Infarus The citrusy character of this stone coloured brew begins on the nose and builds in intensity on the palate.	4.0	B
85	Oakham	Medusa Pale Ale, mixed yet full bodied, light yet complex with a smooth subtle spicy finish.	4.1	B
86	Oakham	Out of Step IPA Sink your teeth into this with the perfect balance of citrus and hop in this American style IPA. Full in malted and packing a massive soft fruit punch from Clara hops.	5.8	SB
87	Oakham	Phobos Well-balanced, full-bodied, malty beer with a long, complex finish.	5.1	SB

Please see contacts page for artwork requirements etc



Programme Advertising



Quarter Page (Colour) Cost: £50

✓ What you Get

- ✓ Quarter Page Colour advert in the programme
- ✓ Name included in sponsor list in the programme
- ✓ Name included on sponsor board in the hall
- ✓ Name included on sponsor list on the overhead TV monitors
- ✓ Name and link on festival website
- ✓ 2 Free Tickets to a session of your choice
- ✓ Free Voucher for first drink



Please see contacts page for artwork requirements etc

The Lounge



Our smart quiet upstairs area offers relaxed seating for customers.

We're offering pubs, breweries and other companies the chance to promote their business in the upstairs lounge for only £50.

We will set aside a table for each sponsor which you can use to display promotional material or as a stall for selling goods (subject to any Racecourse restrictions, such as alcohol or food which conflicts with their sales).

You are also welcome to bring larger self-supporting displays and other advertising material to put in the lounge but we are not able to hang items up. Businesses who advertise with us elsewhere can also display their promotional material in here such as pub menus etc.

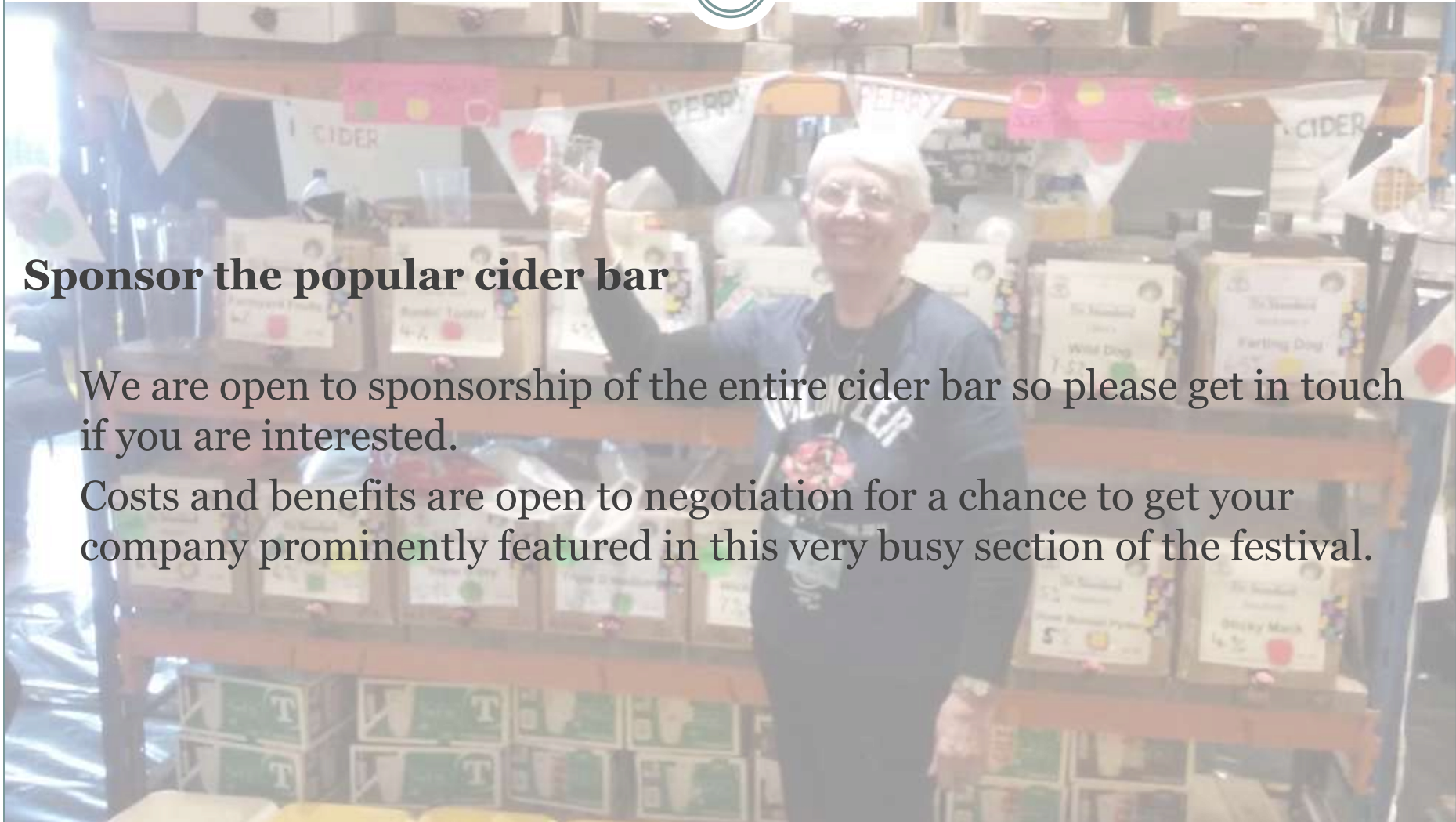
Cider Bar



Sponsor the popular cider bar

We are open to sponsorship of the entire cider bar so please get in touch if you are interested.

Costs and benefits are open to negotiation for a chance to get your company prominently featured in this very busy section of the festival.





How to Contact Us



Programme Advertising/Artwork:

Elved Gray-Jones
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01244 534 686

Other Sponsorship:

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0770 8282 315

www.cheshirebeerfestival.org.uk



@CheshireAleFest



CheshireBeerFestival



The festival is organised and run by
the Cheshire branches of the Campaign for Real Ale www.camra.org.uk