



CRAFT BEER SPONSORSHIP

Event Information

Date: **April 15th / 1pm-6pm**

Location: **Esplanade Park, 400 SW 2nd Street, Ft. Lauderdale, FL 33312**

Event Presented by: **LiveWorkPlaySoFlo, LLC in Collaboration and Support of Riverwalk FTL**

Highlights: **Family Food Festival * Best of the Best Taco & Brew Battle * Taco Eating Contest*
Fan Favorites Contest * Kids Zone * 21+ Over VIP Section * Craft Beer Garden**

Live Work Play SoFlo, LLC (“LWPSoFlo”) in collaboration with Riverwalk Ft. Lauderdale, would like to extend your organization the opportunity to participate **Ft. Lauderdale’s Taco Battle & Craft Beer Fest, 2017!** This event will be a free family festival dedicated to Riverwalk’s ongoing efforts to bring attention to our area highlighting it as the best place to live, work and play! The Taco Battle & Craft Beer Fest will bring together local restaurants and craft breweries for a challenge that will showcase the best taco culinary skills and brew masters of our area. **On this day, the BEST OF THE BEST in the following categories will be selected: Best Taco, Best Brew, Best Booth and Fan Favorites!**

The goal of this event is to bring together residents, visitors and local businesses for a festive afternoon of tacos, brew and family activities to raise awareness of our community and all the great things it has to offer. The mission of Riverwalk Fort Lauderdale is “*to build and nurture a vibrant community connected by the New River.*” Fort Lauderdale’s Taco Battle & Craft Beer Fest is focused on fostering community relations and bringing notoriety to our area, specifically by raising awareness of local businesses, while supporting Riverwalk Fort Lauderdale.

Please consider participation in this culinary event to support our community and provide exposure for your business! See additional pages for details. **Proceeds from this event will benefit Riverwalk Fort Lauderdale, our Non-Profit Sponsor.**

Should you have any questions or would like additional information, please call Elizabeth Slowey at **(954) 372 -7347**. Thank you.

Sincerely,

Elizabeth C. Slowey



Principal, Live Work Play SoFlo, LLC

Cristina M. Hudson



Director of Operations, Riverwalk Fort Lauderdale

GENERAL PROMOTIONS FOR EVENT INCLUDE:

- Feature in *Go Riverwalk Magazine*
- Feature or listing on ftltacobattlecraftbeerfest.com and GoRiverwalk.com webpages
- Feature and listings on Facebook and other social media outlets
- Postcards, posters and flyers distributed throughout South Florida
- Event banners placed in prominent intersections (Downtown FTL)
- Listing on multiple online calendars and e-mail blasts

CRAFT BEER IN-KIND SPONSORSHIP INFO



- Participation As Craft Beer Sponsor In “**Beer Garden Area**” To Feature Product Sample
- Entry Of Identified Product Sample Into **Best Of The Best** Competition And Fan Favorite Competition
- Logo Placed As Participating Craft Beer Sponsor In Full-Page Ad In *Go Riverwalk Magazine*
- Name And Logo Inclusion In Press, Marketing And Social Media Promotional Material
- Logo And Link Placed On Lwpsoflo And *Go Riverwalk* - Web And Social Media Sites, Ongoing E-Mail Blasts
- Logo And Name In General Event Banners
- Space Allocated For One 10’X10’ Tent In Craft Beer Garden
- 2 “Promotional Tickets” To Vip Section (21+ Over)
- Opportunity To Have Promotional Item(S) Included In Vip Giveaway (*Items Must Be Approved Prior To Event*)
- Logo Placed In All Post-Event Thank You Information

IN-KIND SPONSORSHIP COMMITMENT

- 5 Oz Promotional Tastings For 300 Guests In Beer Garden Area
- Promotional Tasting Features - Minimum 2 Different Product Samples
- Supplying 10’X10’ Tent And Table (*Chairs Optional*)
- Providing Company Name And Logo In Hi-Resolution File
- Arranging Logistics With Distributor For Drop Off Of Product Samples
- Proper Disposal Of Any Left Over Product Samples
- Providing Fair Market Value Pricing For Product To Be Used For Onsite Sales
- Providing Approved Promotional Item(S) To Be Included In VIP Giveaway In A Timely Manner



SCRAFT BEER SPONSORSHIP COMMITMENT

THANK YOU FOR YOUR SPONSORSHIP SUPPORT AND COMMITMENT. PLEASE COMPLETE THE FORM BELOW AND E-MAIL FORM TO:

info@ftltacobattlecraftbeerfest.com OR FAX TO (877) 239-0365 BY **FRIDAY, FEBRUARY 24TH, 2017.**

Organization Name: _____

Type of Business: _____

Contact Person: _____ Title: _____

Telephone: _____

E-Mail: _____ Alt E-mail: _____

Address: _____

City, State, Zip: _____

As a representative for _____, we agree to sponsor the event as **Business Name** In-Kind Sponsors in the Craft Beer Garden area.

IN-KIND SPONSORSHIP (PLEASE PROVIDE DESCRIPTION OF SPONSORSHIP): _____

Please Provide Names of Beer Tasting Product Samples (Name / Product Description): *MIn. 2 Different Product Samples are required. You Are Required To Make Logistics Arrangements With Distributor Directly For Product Tasting Samples.*

1) _____

2) _____

3) _____

4) _____

For Competition Purpose, Please Provide Name of Your Selected Main Beer Entry and Alternate (Name / Product Description): (Selection Must Come From One Of The Tasting Samples)

1) _____ 2) _____

**For Product Resale Purpose, Please Provide Name Of Distributor And Key Contact Person.
(Arrangements For Product Purchase And Logistics Will Be Made Directly With Distributor).**

Distributor Name: _____

Type of Business: _____

Contact Person: _____ **Title:** _____

Telephone: _____

DO YOU REQUIRE AN INVOICE FOR YOUR SPONSORSHIP: **YES** **NO**

(NAME) PRINT

SIGNATURE

DATE

THANK YOU FOR YOUR SUPPORT!

Should you have any questions or need for additional information, please do not hesitate to reach out to Elizabeth Slowey (954) 279-3362 or info@ftltacobattlecraftbeerfest.com.