

A group of people are gathered around a table at an outdoor beer festival. In the foreground, several hands hold up different types of beer glasses: a tall glass with a black straw and a light-colored drink, a dark beer in a tulip-shaped glass, a glass with a black straw and an amber-colored drink, and a glass of golden beer with a thick white head of foam. The background shows a blurred crowd of people and green foliage, suggesting an outdoor setting.

**THE
MOLESEY BEER
FESTIVAL**

11-12 OCTOBER 2024

SPONSORSHIP PACK

1st Molesey Scout HQ

193 Walton Road

KT8 2DY

What is the Molesey Beer Festival?

The Molesey Beer Festival is a volunteer run community event for Molesey that is now in it's 4th year.

It is a sell-out event and a gathering of local residents who enjoy great beers, craft gin as well as a popular barbeque. It is a fun event for all the family, with live music and entertainment across the whole weekend.

The event is a fantastic opportunity for your business to take advantage of an extensive local marketing campaign in our affluent area, as well as on-site branding during the event itself.

The event runs over three sessions: Friday evening, Saturday afternoon (families welcome) and Saturday evening.

All proceeds from the event go directly to the 200 Scouts who are in need of specific kit to support their activities delivering life skills for the children of Molesey. Examples in a replacement minibus, an extension to the hut and additional water activity equipment (kayaks, canoes, powerboat). The number of grants available to non-profit organisations has halved since the pandemic so they need your help more than ever.



GIN BAR
GREAT FOOD
MUSIC
SOFT DRINKS
AND YES,
TONNES OF BEER!

Key Statistics

- 978 tickets sold in 2023
- ABC1 60%
- Male 40%, Female 60%
- Age 35-55
- Feature areas: The Jagu-Bar, Jagu-BBQ, The Gin Bar, Kids' Zone on Saturday afternoon, Main Stage, large seating area under the main tent
- 2,204 beers drunk, 268 pints of cider, 1,000 shots of gin, 192 glasses of prosecco, 370 sausages, 800 portions of chips, 240 burgers eaten in 2023



Event Marketing

- Facebook reach: 12,000
- Leaflets – door drops to 1000 houses in the surrounding areas
- Email marketing to 1000 previous attendees
- Posters all over Molesey
- Banners on the fence facing Walton Road
- 650 printed brochures at the event
- Sponsor banners at the event
- 2023 Sponsors:



MRCentre.co.uk
Molesey Refrigeration Centre

Sponsorship Locations

Sponsorship Opportunities

HEADLINE SPONSOR (EXCLUSIVE) - £1000 SOLD	FEATURE SPONSOR FOR THE DURATION OF THE FESTIVAL (CATEGORY EXCLUSIVE) - £500	CHILDREN'S AREA SPONSOR FOR THE SATURDAY AFTERNOON SESSION - £300	DONATIONS OF £100+
<ul style="list-style-type: none">• Logo and mention in all pre-event marketing mentioned on Page 2 “The Molesey Beer Festival in association with your brand”• 2 x banners onsite (size to be agreed)• Social media announcements and promoted links – competitions possible• Full page advert in the printed brochure, 1 inside cover, 1 inside back cover• Sponsorship of 1 beer of your choice• Main stage compare to give shout-outs during the festival and possibilities to announce competition prize winners• 4 x weekend tickets, 4 x drinks vouchers	<ul style="list-style-type: none">• Sponsorship of the main stage, Jagu-bar area, Jagu-BBQ area or main tent• Logo and mention in pre-event marketing as mentioned on page 2 as a feature sponsor• 1 or 2 x banners in the sponsored area (size to be agreed)• Social media announcements and promoted links – competitions possible• Main stage compare to give shout-outs during the festival and possibilities to announce competition prize winners• 1 x full page advert in printed brochure• 2 x weekend tickets, 2 x drinks vouchers	<ul style="list-style-type: none">• Benefits as per feature sponsor with onsite branding for the afternoon session only and shout outs on that afternoon• ½ page advert in printed brochure	<ul style="list-style-type: none">• Individual beer sponsorship• Social media announcement with possible competition• ¼ page advert in printed brochure• 2 x drinks vouchers



Sponsorship Locations



Thank You

Please contact Rebecca Oppenheimer for Sponsorship Enquiries
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