

# Sponsorship Media Pack

Liverpool Beer Festival

MerseyAle

Version 3.4



## **Liverpool Beer Festival**

**Held in February**

**Lutyens Crypt, Metropolitan Cathedral, Brownlow Hill, Liverpool L3 5TQ**

Thank you for taking this opportunity to look into the benefits of advertising your organisation and its products to our customers.

As a festival we annually exceed a guest attendance of 3,600. This is in addition to volunteers and those attending the trade session on Thursday afternoon.

Those attending stay for an average of three and a half hours. The festival does not have a standard one-size-fits-all customer and as such is great for most businesses be they local, regional, or national. Our tariff prices can accommodate most business marketing budgets.

Whilst we are offering the items below and are also open to suggestions as to other advertising you may have in mind, please do get in touch to discuss your requirements.

During the festival advertising will be up from noon on the Wednesday to 11pm on the Saturday.

We are able to offer the following types of advertising:

- Brewery Bar Sponsorship
- Glasses
- Volunteer T-Shirts
- Beer Tokens
- Festival Guide Advertising
- Cask Sponsorships
- Trade Ticket Sponsor
- Cold Food Vendor
- Stall

Please note: all sponsors will be included on the Festival website under the sponsor's page as well as regular mentions on our social media channels.

Liverpool Beer Festival is run by Liverpool CAMRA (Campaign for Real Ale)

[www.liverpoolbeerfestival.org.uk](http://www.liverpoolbeerfestival.org.uk)

## **Brewery Bars 8 Firkins SOLD OUT**

We will purchase 4 Firkins or equivalent from you (We order 8 and pay for 4\*\*\*)

Your beers will on a hand pull on a brewery bar. Liverpool Beer Festival Provides Bar and dispensing equipment. Your own banners will be placed on the front of the bar and above stillage\*\*\*\*. Half page advert will be placed free of charge in festival programme. You will receive 4 Complementary tickets\* to one of the sessions.

There is an opportunity for your own staff to work behind your bar giving them the chance to promote your beers\*\*.

\*Complementary Tickets need to be claimed before 16th January, so any spares can be released for public sale. The numbers of tickets for each session are limited so please ensure you inform us of your preferred session as early as possible or an alternative may need to be offered.

\*\*Staffing arrangements need to be confirmed with the Staffing Officer.

\*\*\*There is the option to secure adverts in MerseyAle through reducing the number of Firkins we pay for. See page on MerseyAle.

\*\*\*\*Banners for display above stillage needs to be delivered either with the casks or on/ before the Saturday of set up.

## **Volunteer Shirts                      £800 for 1 sponsor**

### **Option for costs to be shared with 3 sponsors at £300 each**

Worn by the 120 volunteers who help to organise the festival, your brand would be associated with the large team of people that help to make the festival a success. 1 T-shirt is given to each volunteer.

Different coloured T-shirts, with same design, are also available for purchase by the public, many of whom will wear these around town after the festival.

T shirt Sponsors listed on the back of all the volunteers' festival T shirts and the T Shirts sold to punters.

## **Beer Tokens   £ By negotiation.**

Seen and used by all 3600 visitors over all 3 days – a prime sponsorship position.

## **Festival Guide Adverts                      £150 (or 2 Casks) for a full page**

**or**

**£80 (or 1 Cask) for half a page**

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With only 13 pages of advertisement available, each advertiser will be seen by over 3600 visitors plus nearly 100 staff members when they consult their festival guides.

Full Page £150/ 2 Firkins (up to 7 Complementary Tickets any session) \*

Half Page £80/ 1 Firkin (up to 4 Complementary Tickets any session) \*

Inside Front Cover £150/ 3 Firkins (Up to 7 Complementary Tickets)\*

\*Complementary Tickets need to be claimed before 16th January, when spares will be released for public sale.

## **Festival Guide Adverts – Back Page      £190 full page advert.**

A prestigious position for this guide, an option to a full back cover advertisement is available. This will be seen by more than 3600 festival visitors.

You also receive up to 7 complimentary tickets\*

\*Complementary Tickets need to be claimed before 16th January, when spares will be released for public sale.

## **Cask end Sponsorship & Quarter Page Advert    £50**

Ideal for non-beer related businesses. £50 gets your name/logo on or above a cask end. The beer selected will be chosen by the festival organiser to ensure maximum publicity for you. You will also get a quarter page advert in the Festival Programme.

## **Pie Vendor    £ Discount for volunteers**

This year we are looking for a new pie vendor.

We provide free floor space in the main concert room. In return we ask that badge wearing volunteers are offered discount on pies, and you leave enough at the end of the festival for the volunteer party on the Saturday evening.

We will put your details in the programme and on our website. You can add a few blackboard menus throughout the venue.

Before the festival we will need a copy of your public liability insurance, HACCP certificate. During the festival allergen information is clearly displayed.

## **2 x Stalls      £150\*\*\***

We provide a 2' x 3' Trestle Table. Location by the main door in Concert Room. You will shown on floor plan in festival programme and mentioned on website.

\*\*\* For Stalls we require payment in advance.

## **Contact**

If you are interested or wish to discuss these further please email

[sponsorship@liverpoolbeerfestival.org.uk](mailto:sponsorship@liverpoolbeerfestival.org.uk)

## MerseyAle

Liverpool & Districts CAMRA branch produce a magazine, "MerseyAle", celebrating Cask Ales, Pubs and Breweries throughout Liverpool and the surrounding areas.

We print 6,000 copies which are distributed around Merseyside pubs by a dedicated team of volunteers who keep the pubs topped up with the latest edition.

MerseyAle is also reproduced on our website

### MerseyAle Adverts

Advertising rates are as follows:

Full Page £250/ 3 Firkins \*  
Half Page £125/ 2 Firkins \*  
Inside Front Cover £275  
Back page £300

Note: If you prefer to have only a quarter page then please do let us know.

10% discount for payment in advance for 4 issues

If you don't have your own advert, we can produce one for you. Cost £25`~

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\* Payment by Firkins will need to be by prior arrangement. Once agreed the advertising brewery will need to produce a credit note which will be redeemed at Liverpool Beer Festival in February.

### Contact

If you are interested or wish to discuss these further please email

[adverts@liverpoolcamra.org.uk](mailto:adverts@liverpoolcamra.org.uk)