



# Brewers Reception Sponsorship

## 22<sup>nd</sup> Annual Mammoth Festival of Beers & Bluesapalooza



California Craft Brewers Association

Mammoth Festival of Beers & Bluesapalooza

Please join us as a Gold, Silver or Bronze Sponsor  
at the CCBA Brewers Reception in Mammoth Lakes

### CCBA Brewers Reception Friday, August 4, 2017 - 5:00 – 7:00 pm

The **Brewers Reception** will host 90 breweries bringing 500 brewers and brewery staff in our own private area under the trees as the music of the Bluesapalooza Festival wafts through this beautiful mountain setting. The Reception is open only to brewers, sponsors and media.

Support the brewers of California and the CCBA's efforts to protect our industry

Network, at the Brewer's reception. Your sponsorship includes a 6' Company Table amongst the beer stations where you dis-



### Mammoth Festival of Beers and Bluesapalooza Aug.3– Aug 6, 2017 | Mammoth Lakes ,CA

The Bluesapalooza concert takes place Thursday, Friday, Saturday and Sunday in the same location as the Festival of Beers. The Beer Festival is Saturday and Sunday.

#### This year's Festival will include:

*Mavis Staples, Walter Trout, Vintage Trouble, Sonny Landreth, Robert Randolph and the Family Band + many more*

For more information about the festival, visit  
[mammothbluesbrewsfest.com](http://mammothbluesbrewsfest.com)



Reserve your sponsorship today! Email [scott@californiacraftbeer.com](mailto:scott@californiacraftbeer.com) or call 916-228-4471



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### **Gold Sponsorship—\$4,000 (1 Available) includes the following:**

- Wrist bands worn by the Brewers, branded with your company name
- A “Thank You” mention from the main stage on Friday night (*Gold Sponsor Only*)
- Two bedroom condominium for two nights in Mammoth Lakes
- Four Brewery Wristbands (Same access the brewers have to the entire Bluesapalooza weekend!)
- Display table (up to 8’) at the Brewers Reception
- Your company signage at the reception (limited to one banner)
- Your handouts distributed in the registration packet to all participating breweries. Can be ‘trinkets’ (pens, coasters, openers, etc.)
- Contact list of brewery all participating breweries & commemorative bottle of Bluesapalooza Beer

### **Silver Sponsorship— \$2,000 (4 Available) includes the following:**

- Four Brewery Wristbands (Same access the brewers have to the entire Bluesapalooza weekend!)
- Name badges worn by brewers (at Friday night reception) branded with your name
- Display table (up to 8’) at the Brewers Reception
- Your company signage at the reception (limited to one banner)
- Your handouts distributed in the registration packet to all participating breweries (limited to letter-size paper)
- Contact list of brewery all participating breweries & commemorative bottle of Bluesapalooza Beer

### **Bronze Sponsorship—\$1,000 (10 Available) includes the following:**

- Two Brewery Wristbands (Same access the brewers have to the entire Bluesapalooza weekend!)
- Display table (8’ table) at the Brewers Reception
- Company name mentioned by CCBA in registration packets
- Contact list of brewery all participating breweries & Commemorative bottle of Bluesapalooza Beer