



CCBA Spring 2017 Conference Sponsorships

San Diego, CA | May 21-23, 2017

Sponsorship Opportunities

The California Craft Brewers Association invites you to participate as a sponsor at the CCBA Spring Conference. As a sponsor you will have the opportunity to network and present to over 450 craft brewery owners, brewers, decision makers, and brewery startups.

Reserve your sponsorship package by emailing scott@californiacraftbeer.com or calling (916) 228-4471

Conference Location:

San Diego Marriott, Mission Valley
8757 Rio San Diego Dr.,
San Diego, CA 92108
<http://www.marriottmv.com/>
619-692-3800

Date: May 21-23, 2017

More details on the conference here:

www.californiacraftbeer.com/ccba-events/ccba-bi-annual-conference/



Conference Room Sponsorship | \$4,000 | **SOLD!**

The CCBA invites you to participate as the exclusive sponsor of the general session and workshop conference rooms at the CCBA Spring Conference in San Diego. As the exclusive sponsor for the general session meeting room, your company will have the opportunity to display your brand to over 450 craft brewery owners, brew masters, decision makers, and brewery startups.

Sponsorship Benefits:

- Two (2) sponsor banners at the front of the ballroom during both days of the conference (signs and/or banners provided by the sponsors)
- Your customized swag (pads, pens, etc.) on attendee tables/chairs in meeting room
- Full page back cover ad in the conference guide
- Prominent placement of your company logo on the CCBA conference webpage
- Your logo on the conference name badges
- Company logo on the sponsorship banner displayed at the registration table
- Four conference registration passes
- Four dinner tickets to the Monday, May 22 dinner reception at Karl Strauss



For Reservations and inquiries please contact Scott Marks at scott@californiacraftbeer.com or 916-228-4471



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Monday Night Dinner Reception at Karl Strauss | \$3,750 SOLD!

The CCBA invites you to participate as the exclusive sponsor of the Monday night dinner reception on May 22nd from 6pm-8pm. This year we are taking over the Karl Strauss Tasting Room & Beer Garden, where great food & beer awaits more than 300 attendees. As the exclusive sponsor for the dinner, you will have the opportunity to network and present to brewery owners, decision makers, and brewery start-ups.

Date: Monday, May 22, 2017

Timeframe: 6pm-8pm

Location: Karl Strauss, Tasting Room & Beer Garden
5985 Santa Fe St., San Diego

Sponsorship Benefits:

- 8ft. display table at the Dinner Reception, opportunity to distribute and display your company's literature
- Opportunity to hang two (2) sponsor banners around the reception (banners provided by the sponsor)
- Company logo on the beer bar at the Karl Strauss tasting room
- Full page ad in the conference guide
- Prominent placement of your company logo on the CCBA conference webpage
- Your logo on the conference name badges
- Your logo on the sponsorship banner displayed at the registration table
- Four conference registration passes
- Four dinner tickets to the Monday, May 22 dinner reception at Karl Strauss



Tuesday Brewers Buffet Lunch Reception | \$3,500 SOLD!

The Tuesday buffet lunch reception will take place in the beautiful Marriott, Mission Valley Ballroom. As the exclusive sponsor for the luncheon, your company will have the opportunity to network and present to over 450 craft brewery owners, decision makers, and brewery startups.

Date: Tuesday, May 23, 2017

Timeframe: 12:20-2:00PM

Location: San Diego Marriott, Mission Valley Ballroom

Sponsorship Benefits:

- 8ft. display table at the luncheon reception, opportunity to distribute and display your company's literature
- Opportunity to hang two (2) sponsor banners around the reception (banners provided by the sponsor)
- Sign with your name at the lunch buffet
- Full page ad in the conference guide
- Prominent placement of your company logo on the CCBA conference webpage
- Company image on the sponsorship banner displayed at the registration table
- Two conference registration passes
- Two dinner tickets to the Monday, May 22 dinner reception at Karl Strauss





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Monday Brewers Box Lunch Reception | Monday, May 22 | **SOLD!**

As the exclusive sponsor for Monday's box lunch, your company will have the opportunity to network and present to over 350 conference attendees!

Date: Monday, May 22, 2017

Timeframe: 12:30-2:00PM

Location: San Diego Marriott, Mission Valley Ballroom

Sponsorship Benefits:

- Company name and logo displayed at the lunch & venue
- Opportunity to display pop-up banner around the lunch area (banners provided by the sponsor)
- Opportunity to distribute company literature to attendees
- Company logo placed on event webpage
- Company listed as official Monday lunch sponsor in the conference agenda
- Half page ad in the conference guide
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes
- Two dinner tickets to the Monday, May 22 dinner reception at Karl Strauss



Sunday Welcome Reception | \$2,500 | **SOLD**

The CCBA Spring conference Welcome Reception will take place on Sunday, May 21, the day before the conference kicks off. The reception will be held at the Mike Hess Brewing, North Park location. The exclusive reception sponsorship gives you an opportunity to meet new brewers in the area along with over 150 conference attendees who are just getting into town. Come enjoy a casual evening with great beer and light refreshments and make valuable contacts with brewery owners and staff.

Date: Sunday, May 21, 2017

Timeframe: 5:30pm-7:00pm

Location: Mike Hess Brewing, North Park, 3812 Grim Ave., San Diego

Sponsorship Benefits:

- Table at the reception to display company info and products
- Opportunity to distribute your company products or materials to attendees
- Opportunity to display pop-up banners at the reception (banners provided by the sponsor)
- Company logo placed on event webpage
- Company listed as official Welcome Reception sponsor in all emails and marketing
- Half page ad in the conference guide
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes
- Two dinner tickets to the Monday, May 22 dinner reception at Karl Strauss





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Beer Stations | (2 sold, 2 available) | **SOLD!**

CCBA invites you to participate as a sponsor for one of the four designated beer stations at the CCBA Spring Conference in San Diego. This sponsorship includes a beer station space on the exhibitor foyer and the marketing of the beer station in all available conference materials. We will also provide the beer station sponsor with a 6ft table next to the station for you to exhibit and pass out your company's materials. The beer station sponsorship will include pouring opportunities for both Monday and Tuesday lunch receptions.

Sponsorship Benefits:

- Sponsor will host a beer station that will be set up by the CCBA and integrated into the supplier trade show
- Includes an exhibitor space next to the beer station (6 ft table and two chairs)
- Opportunity to display your company signage at Beer Station and to distribute and display company products at the station and your exhibit space
- CCBA will provide signage indicating the area as your company's Beer Station
- Half page ad in the conference guide
- Company logo on the sponsorship banner displayed at the registration table
- Two conference registration passes
- Two dinner tickets to the Monday, May 22 dinner reception at Karl Strauss



Monday Brewers Breakfast | **SOLD!**

Sponsor the Brewers Breakfast on Monday, May 22. your company logo will be featured in the conference agenda and on the buffet tables as the exclusive sponsor for the breakfast!

Date: Monday, May 22, 2017

Timeframe: 8:00am-9:00am

Location: San Diego Marriott, Mission Valley Ballroom

Sponsorship Benefits:

- Company signage displayed around the breakfast buffet and venue (signage to be provided by the sponsor)
- Opportunity to distribute company literature to attendees
- Company logo placed on event webpage
- Company listed as official Brewers Breakfast sponsor in the conference agenda
- Quarter page ad in the conference guide
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes
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Conference Lanyard Sponsor | \$2,500 *(plus the cost of the lanyards)*

The CCBA invites you to participate as the exclusive sponsor for the conference lanyards which each attendee will wear during the Spring conference in San Diego. Your company's name & logo will be front and center on each conference attendee's lanyard.

Sponsorship Benefits:

- Your company name and logo on the conference lanyards
- Company logo placed on event webpage
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes
- Two dinner tickets to the Monday, May 22 dinner reception at Karl Strauss



Sunday Brewery Tour | \$2,000 **SOLD!**

CCBA invites you to participate as a sponsor for our Brewery Bus Tour on Sunday that will take 50 conference attendees to four San Diego breweries. As the exclusive sponsor, you will have the opportunity for your company logo to be displayed on all event promotions, registration webpage, and pre-event emails to conference attendees.

Date: Sunday, May 21, 2017

Timeframe: 1pm-5pm

Location: Four San Diego Breweries: TBD

Sponsorship Benefits:

- Sponsor can distribute products and literature to all brewery tour attendees on the bus
- Display company signage on the bus
- Prominent placement of your company logo on the CCBA conference webpage
- Pre-event eblast to conference attendees regarding the Brewery tour event with your company logo and name
- Opportunity to give a few remarks to attendees on the brewery bus
- Company logo on the sponsorship banner displayed at the registration table
- Half page ad in the conference guide
- Two conference registration passes
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Tuesday Morning Coffee Station | **SOLD!**

Date: Tuesday, May 23, 2017

Timeframe: 8:30am-9:00am

Location: San Diego Marriott, Mission Valley Ballroom

Sponsorship Benefits:

- Your company logo on the Coffee Station Signage
- Company logo placed on event webpage
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes
- Two dinner tickets to the Monday, May 22 dinner reception at Karl Strauss



Advertise In The 2017 Spring Conference Guide

Full Page Conference Guide | 7.5"w x 9.8125"h | \$700

1/2 page Conference Guide | Horizontal – 7.5"w x 4.75"h | \$400

1/4 page Conference Guide | Vertical – 3.625"w x 4.75"h | \$225

Conference Guide Ad Specification

- Camera-ready artwork
- Submit as a full-color
- High-res (300dpi)
- PDF file with crop marks
- All artwork and materials are due April 21, 2017