



# Brewers' Reception Sponsorship 27th Annual Mammoth Festival of Beers & Bluesapalooza Mammoth Lakes, CA



California Craft Brewers Association

Mammoth Festival of Beers & Bluesapalooza

Join the Craft Beer Community as a Sponsor  
at the CCBA Brewers Reception in Mammoth Lakes

**CCBA Brewers Reception**  
**Friday, August 4, 2023—5:00 to 7:00 pm**

The **Brewers' Reception** will host 80 breweries bringing more than 400 brewers and brewery staff in our own private area under the trees, as the music of the Bluesapalooza festival flows through this beautiful mountain setting. The reception is only open to brewers, sponsors, and media.

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

### Network at the Brewers' Reception

Your sponsorship includes an 8' Company Table amongst the beer stations where you display your logo, banners and have your materials available to attendees. You'll also have the opportunity to pour beer and display your company logo on event wristbands (Presenting Sponsor only).



To reserve a sponsorship, contact Laurie Navas at: [laurie@californiacraftbeer.com](mailto:laurie@californiacraftbeer.com) or call 916-228-4260



**Mammoth Festival of Beers and Bluesapalooza**  
**Aug. 3 – Aug 6, 2023 | Mammoth Lakes, CA**

The Bluesapalooza Concerts takes place Thursday, Friday, Saturday, and Sunday; and beer pourings take place on Saturday and Sunday.

For more information about the Festival including full line-up and schedule, visit [mammothbluesbrewsfest.com](http://mammothbluesbrewsfest.com)



# Brewers' Reception Sponsorship

## 27th Annual Mammoth Festival of Beers & Bluesapalooza



### **BREWERS RECEPTION PRESENTING SPONSOR | \$3,500 | 1 AVAILABLE**

- We'll give you a quick "Thank You" at the Brewers Reception and then you'll have 2 minutes to address the brewers and introduce yourself and your company (*Presenting Sponsor Only*)
- Beer Pouring station table (up to 8') at the Brewers Reception
- Additional (up to 8') table to display your branding and/or products
- Your logo/branding on the wristbands worn by all Brewery staff (*Presenting Sponsor Only*)
- FOUR Passes to the Festival of Beers & Bluesapalooza – (*The same access as the brewers have to the entire weekend! \$1,700 Value*)
- Your company signage at the Brewer's Reception
- Your company name listed in Brewer's registration packets
- Your handouts distributed in the registration packet to all participating breweries. Can be 'trinkets' (pens, coasters, openers, etc.)
- Contact list of all participating breweries

### **BEER STATION SPONSORSHIPS | \$1,750 | MULTIPLE AVAILABLE**

- Beer Pouring station table (up to 8') at the Brewers Reception. There will only be 6 tables serving beer at the reception. You can serve beer at your table or allow self-serve
- Two Passes to the Festival of Beers & Bluesapalooza – (same access as the brewers have to the entire weekend! \$850 Value).
- Additional (up to 8') table to display your branding and/or products
- Your company signage at the Brewer's Reception
- Your company name listed in Brewer's registration packets
- Your handouts distributed in the registration packet to all participating breweries. Can be 'trinkets' (pens, coasters, openers, etc.)
- Contact list of all participating breweries

### **EXHIBIT TABLE | \$1,000 | MULTIPLE AVAILABLE**

- Two Passes to the Festival of Beers & Bluesapalooza (same access as the brewers have to the entire weekend! \$850 Value)
- Display table (up to 8') at the Brewers Reception
- Your company name listed in Brewer's registration packets
- Contact list of all participating breweries

Reserve your sponsorship today! Email [laurie@californiacraftbeer.com](mailto:laurie@californiacraftbeer.com) or call 916-228-4260