



2024 CA Craft Beer Summit Sponsorship

SUMMIT HOSPITALITY SPONSORSHIPS

SOLD Summit Brewers VIP Reception Presenting Sponsorship | ~~1 Available~~ | \$12,000

Your California craft beer brands served during the Brewers VIP Reception

- Your company logo, co-branded with the CCBA logo, on the reception tasting glasses
- Your company logo on entrance signage
- Appetizers provided to attendees at the VIP reception
- Added logo placement around the convention center- Sponsor boards, etc
- Your company logo displayed on the Summit website homepage, Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App. Plus: your company logo is included in all promotional materials where Summit partners are listed
- 10 VIP Summit passes

Brewers VIP Reception Entertainment Sponsor | 4 Available | \$1,200

- Listed on “thank you” sign next to the entertainment at the event
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App. Plus: your company logo is included in all promotional materials where Summit Partners are listed
- 1 VIP Summit pass

Welcome Reception Presenting Sponsor | 4 Available | \$2,500

- 4’ table and 2 chairs at the Reception – each in a different quadrant near a food or beer station
- Listed on shared “thank you to sponsors” sign at the event
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App. Plus: your company logo is included in all promotional materials where Summit Partners are listed
- 2 VIP Summit passes

Welcome Reception Entertainment Sponsor | 2 Available | \$1,200

- Listed on “thank you” sign next to the entertainment at the event
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App. Plus: your company logo is included in all promotional materials where Summit Partners are listed
- 1 VIP Summit pass



2024 CA Craft Beer Summit Sponsorship

Second Floor Foyer Hospitality Lounges | \$4,800 | 1 Available

Wednesday, March 13th SOLD - Thursday, March 14th from 8:30am-12:00pm AVAILABLE

Second Floor – Safe Credit Union Convention Center, Sacramento

- Host attendees at your hospitality lounge outside the 2nd floor Education Sessions in the main foyer
- Coffee provided for your guests
- Your lounge is listed in the Summit Mobile App
- Your branding can be in the lounge all day
- Ability to fully activate and brand your lounge
- Your company logo on the Summit website sponsor page, the Summit Expo Foyer Sponsor signage, and in the Summit Mobile App
- 4 VIP Summit passes

Coffee Station Sponsor on the Expo Floor | 2 Available | \$3,500

Keep the attendees awake and aware of your company. Use this opportunity to brand coffee stations with your company's logo to recharge and have a great day at the conference. Coffee station can be placed near your exhibit booth if space allows.

- Your logo and company on signs at the coffee station saying Coffee provided by.
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 4 VIP Summit passes

Breakfast Hospitality Suite Sponsor | 2 Available | \$2,000 plus cost of breakfast

Wednesday, March 13th - 7:30am – 9:00am – **OR** – Thursday, March 14th – 7:30am – 9:00am

Second Floor – Safe Credit Union Convention Center, Sacramento

As a hospitality suite sponsor, your brand will be front and center when attendees are noshing on breakfast (sponsor must provide) and speaking to your representatives. This sponsorship includes visibility in the hospitality space and all available conference materials.

- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 4 VIP Summit passes



2024 CA Craft Beer Summit Sponsorship

Official Off-Site Nightly Event Sponsor | Multiple Available | \$1,000

Nights Available – *Maximum three official events per day*

- Tuesday, March 12, 2024
- Wednesday, March 13, 2024
- Thursday, March 14, 2024

Be the host of a Summit officially sponsored nightly event and be featured in front of the beer and brewing industry. Your company can plan and produce the event, and we will collaborate with you and your team to promote and market it to our attendees. The event must be outside the Summit event hours.

- Your event will be listed on the official Summit schedule website page, mobile app, and printed Summit Pocket Guide
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App

SUMMIT POURING SPONSORSHIPS

Expo Floor 20x20 Pouring Sponsorship | 1 Available | \$8,000

Set up your company display in a 20x20 prime location on the expo hall floor. Your company will also have the privilege to pour beer brands in your space.

- 20' x 20' space in prime location on the expo hall floor
- Pour beer brands of your choice in your custom lounge space (beer sourced by sponsor and donated by CCBA member brewery)
- Your company logo is displayed on the Summit website homepage, Summit Expo Foyer Sponsor signage. Plus, your company logo is included in all promotional materials where Summit partners are listed
- 10 VIP Summit passes

Tap Out Sponsor | 1 Available | ~~\$8,000 (\$9,500)*~~

The Summit Tap Out area is a 20'x20' space within a much larger fun and engaging area, where your team can network with attendees in a casual environment. Attendees can practice their golf strokes, play fun games, or just network over a draft beer. For an additional \$1,500 add on two chair massage opportunities for 4 hours a day in your space and offer the attendees the ability to truly de-stress and “tap out”.

- 20x20 space within a larger space on the floor at the California Craft Beer Summit Expo



2024 CA Craft Beer Summit Sponsorship

- Draft beer sourced by the CCBA and poured in your area
- Summit Tap Out area identified on Summit Pocket Guide and app maps
- Opportunity to promote and pass out company literature in the entire area
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 10 VIP Summit passes

CCBA Hub Adjacent 10×20 Beer Stations | 2 available | \$7,500

Your brand is guaranteed to get noticed when you are one of the Beer station sponsors serving CCBA member craft beer at the Summit Expo tradeshow. This sponsorship includes a beer station within your 10'x20' exhibit space surrounding the CCBA Hub and the marketing of the beer station in all available conference materials. The CCBA will provide the beer, the space, and the servers.

- 10'x20' strategically located space directly next to the CCBA Hub
- CCBA will provide bar service space, several brands of craft beer and dispensing staff
- Opportunity to integrate the bar within your exhibit kit – CCBA will collaborate with you individually on that setup to create an inviting space for guest interaction for your pour station
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App Plus: your company logo is included in all promotional materials where Summit partners are listed
- 8 VIP Summit passes

10×20 Beer Stations | 4 available | \$6,000

10x20' strategically located spaces designated on the floor and identified in the Pocket Guide and on the Summit mobile app.

- CCBA will provide bar service space, several brands of craft beer and dispensing staff
- Opportunity to integrate the bar within your exhibit kit – CCBA will collaborate with you individually on that setup to create an inviting space for guest interaction for your pour station
- Tasting flags near your booth for wayfinding
- Your company logo on the Summit website sponsor page, Summit Expo Foyer Sponsor signage and listed in the Summit Mobile App
- 6 VIP Summit passes



2024 CA Craft Beer Summit Sponsorship

10'x10' Beer Stations | 4 Available | \$4,000

10x10' strategically located spaces designated on the floor and identified in the Summit Pocket Guide and the Summit Mobile App.

- 10'x10' booth, strategically placed around the Expo
- CCBA will provide bar service space and several brands of craft beer (due to limited space exhibitor will be asked to pour)
- Tasting Flags near your booth for wayfinding
- Your company logo on the Summit website Sponsor page, the Summit Expo Foyer Sponsor signage and listed in the Summit Mobile App
- 2 VIP Summit Passes

SUMMIT EDUCATION AND EXPERIENCE SPONSORSHIPS

Opening Keynote Session Sponsor, Rob Tod & Christopher Shepard - Exclusive | \$4,000

Wednesday, March 13, 2024

Second Floor Ballroom – Safe Credit Union Convention Center, Sacramento

Presenting sponsor of the kick-off and welcome of the 2024 CA Craft Beer Summit.

- Thank you to our sponsor, mentioning your company name and the attending company representative
- 60 second speaking opportunity
- Your company name and logo on the sign at the session
- Place your flyers out on the table in the back of the room
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 4 VIP Summit passes

Closing Keynote Sponsor – Speaker TBA - Exclusive | \$3,000

Thursday, March 14, 2024

Tap Talk Stage

Presenting Sponsor of the closing EXPO talk of the 2024 Summit.

- Thank you to our sponsor, mentioning your company name and the attending company representative
- 60 second speaking opportunity
- Your company name and logo on the sign at the session
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 4 VIP Summit passes



2024 CA Craft Beer Summit Sponsorship

Sponsored Seminar Presentation | 2 Available | \$3,000

Host a presentation of your product or service, and we will help you market it to attendees through advertising, the print program, the web, and the Pocket Guide.

- 60-minute education presentation on a topic of your choice in the second-floor education rooms. All sponsored presentations will be listed in the Summit App
- Room will be equipped with AV including power point presentation, mics, etc
- Your signage around the stage during your presentation (signs provided by sponsor)
- Your company logo on the Summit website sponsor page, on the sponsorship banner at the expo, and listed in the Summit mobile app
- 4 VIP Summit passes

Tap Talk Sponsorships | 3 Available | \$2,500

Presenting Sponsorship of a dynamic Summit EXPO tap talk presentations by the Rock Stars of Craft Beer. Attendees will continue to associate your company with their conference learning during and after the event, thanks to prominent logo placement and opportunities for your company to offer marketing materials to attendees.

- Signage, with your company logo on show card on the stage
- Your company name on the schedule sign near the stage
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 2 VIP Summit passes

Technical Shop Talks - Sponsored Talks in the Expo Floor Presentation Areas | 2 Available | \$1,750

Host a presentation of your product or service, and we will help you market it to attendees through advertising, the mobile app, the web, and the Pocket Guide.

- 30-minute presentation on a topic of your choice in the business shop talk lounge. All presentations will be listed in the Summit Pocket Guide
- Your signage around the stage during your presentation (signs provided by sponsor)
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 2 VIP Summit passes

Education Session Sponsorships | Multiple Available | \$1,500

Attendees will continue to associate your company with their conference learning during and after the event, thanks to prominent logo placement and opportunities for your company to offer marketing materials to attendees. View the available talks to sponsor here.



2024 CA Craft Beer Summit Sponsorship

- Sponsorship of a Summit talk or education session presenting dynamic presentations by the Rock Stars of Craft Beer
- 60 second speaking opportunity at the beginning of the presentation or session
- Signage, with your company logo on show card on the stage
- Your company name on the schedule sign near the stage
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 2 VIP Summit passes

View schedule of available talks to sponsor [HERE](#).

Craft Can Land | 2 Available | \$4,500

Canning has taken the craft industry by storm. At the 2024 Summit in Sacramento the CCBA will be highlighting the canning process in the Craft Can Land interactive pavilion, a larger open space on the expo floor highlighting the canning process from start to finish. Can Land will include the following: can filler, canning line, mobile canning service and labeler and other canning specific companies. These sponsorships are available to only one company offering these products/services.

- Each sponsor will get 10'x20' space in Craft Can Land at the Craft Beer Summit, during exhibiting hours, for immersive canning process and innovation attendee experience
- Craft Can Land designated as an Interactive area on the show floor, indicated in the Pocket Guide, Summit Mobile App, and with a sign in the expo hall
- Beer pouring
- Live demos listed in the Summit Pocket Guide
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 4 VIP Summit passes

PROMOTIONAL SPONSORSHIPS AND ADVERTISING

PRESENTING EXPO Tasting Glass Sponsor | \$3,000 | 1 Available

Summit attendees, speakers and sponsors will sip on the best CA craft beer from the specially designed Summit tasting glass with your logo prominently placed. All beer served on the EXPO floor will be served in these glasses.

- Your company logo prominently placed on one side of the Summit Expo tasting glass and co-branded with the Summit logo (on the other side)



2024 CA Craft Beer Summit Sponsorship

- Your company logo on the Summit website sponsor page and on Summit Pocket Guide sponsor page
- 10x10 Exhibit booth on the trade show floor
- 4 VIP Summit Tickets (includes VIP reception)

SOLD EXPO Tasting Glass | ~~\$2,000 (plus cost of glass)~~ | 1 Available

Summit attendees, speakers and sponsors will sip on the best CA craft beer from the specially designed Summit tasting glass with your logo prominently placed.

- Your company logo placed on Summit Expo tasting glass and co-branded with glass sponsor and the Summit logo
- Your company logo on the Summit website sponsor page and on Summit Pocket Guide sponsor page
- 10x10 Exhibit booth on the trade show floor
- 4 VIP Summit Tickets (includes VIP reception)

SOLD Summit Attendee Bag | ~~\$3,000 plus cost of bags~~

You will be placing your brand in the hands of thousands of attendees when you sponsor the bags that all attendees are given upon checking in to the conference. You will also be recognized for your exclusive sponsorship of the attendee bags in collateral materials and advertising. The attendee bag will have your company logo displayed prominently across the front and will be co-branded with the Summit graphics.

- Company logo on the Attendee bag, co-branded with the Summit graphics
- Includes an attendee bag insert item of your choosing
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 6 VIP Summit passes

SOLD Summit Attendee Lanyards | ~~\$3,000 (plus cost of lanyard)~~

Be the exclusive sponsor of the most visible asset of the conference. All attendees will be wearing sponsored lanyards with their conference badge.

- Your company logo on the Summit Expo Lanyard that is provided to each attendee
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 6 VIP Summit passes



2024 CA Craft Beer Summit Sponsorship

~~Summit Pocket Guide | Exclusive | \$3,000~~

You will be front and center when you own the go-to guide attendees' reference numerous times a day to see seminar times and locations, as well as all other event happenings. The Pocket Guide is one of the most visible assets of the event.

- Company logo on the printed Pocket Guide
- Ad space for your company in the Pocket Guide

Session Audio Recordings Sponsor | Exclusive | \$3,000

Your company will be remembered before, during, and after the conference for providing the seminar recordings free of cost to all attendees. This is a great opportunity to get your company front and center at the state's largest gathering of craft brewing professionals and provide them with a resource to be used well after the conference.

- Your company name and logo on the session recordings website page, visited by attendees post-event
- Your company mentioned as the Session recording sponsor in email marketing to attendees and on the Summit website
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App

~~Summit Staff and Volunteer Shirt Sponsorship | Exclusive | \$1,000~~

Your company name/logo prominently displayed on the t-shirts (arm/shoulder area) worn by all Summit staff and volunteers. Co-branded with Summit or CCBA logo.

- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 2 VIP Summit passes

Summit Mobile App Sponsorship | Exclusive | \$4,000

Bring attendees the official California Craft Beer Summit mobile application where they can easily find event happenings, locations, times, and more. The mobile application is used by many, who will see your company as providing a must-have resource.

- Ambassadors at the front of the Expo with your sponsor banner and QR code to encourage attendees to use the app
- Sponsorship logo on the splash screen for the California Craft Beer Summit Mobile App
- Pre-Promotional support: Summit app listed in periodic media posts (CCBA bulletin, social media)



2024 CA Craft Beer Summit Sponsorship

- Banner on Summit Mobile app
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile app
- 4 VIP Summit passes

Gamification Sponsorship | Exclusive | \$3,000

Help attendees have some fun at the Summit with your name on a prize game at the Summit Welcome Center as you enter the Summit Expo Hall. Grand Prize hosted by your company.

- Ambassadors at the EXPO entrance with your sponsor logoed game inviting guests to participate
- Pre-Promotional Support: Your game and scavenger activation will be mentioned in periodic media posts (CCBA Blog, Bulletin, social media, etc.)
- Your company logo on the Summit website sponsor page, on the Summit Expo Foyer Sponsor signage, and listed in the Summit Mobile App
- 2 VIP Summit passes

Summit Attendee Swag items & Bag Inserts | Multiple Available | \$750

Your company's promotional items are displayed and available to pick-up by attendees in the Swag Area at the entrance of the EXPO floor. This area includes the tasting glass, attendee bag and commemorative beer pick-up and will be available for the entirety of the two-day conference. **Promotional Item Qty: Approx. 1500**

- **SWAG ITEM** - Size Requirements: no more than 2" by 6" and 8 ounces for individual item. If over, please contact CCBA for approval.

OR

- **BAG INSERT** – Placed inside the Summit attendee bag. Size Requirements: 8 ½ "x 11" or smaller for printed materials. If over, please contact CCBA for approval.

Shipping and delivery: Items must be shipped and delivered to CCBA main office and arrive by March 5, 2024.

Contact events@ccraftbeersummit.com to discuss the promotional item you would like to make available to attendees!

Summit Attendee Prizes | Multiple Available | \$500

Your company's item valued at a minimum of \$100 will be given to the lucky winners of our attendee scavenger hunt.

- Your company logo on the Summit Expo Foyer Sponsor sign
- **Shipping and delivery to CCBA's office to arrive by March 5, 2024**