



Mountain Brewfest General Information

The Event:

Mountain Brewfest presented by the McCall Rotary Club, the signature summer charity event of the season, featuring beer tasting, live music, and casual food. It will be held on Saturday, August 21st from 1 p.m. to 6 p.m. at the beautiful Terrace at Ponderosa Center in downtown McCall adjacent to Hotel McCall and across from Legacy Park on Payette Lake. We have commitments from about 20 local and regional breweries who will feature two of their beers each for a total tasting of about 40 different brews plus some hard ciders and seltzers. Beer tents and shades will be provided as well as water stations. Live music will be played throughout the event on the Terrace Stage and food will be available via food trucks along E. Lake St. The event will be open to adults only with an ID check and wristband at the gate. Admission is \$45 in advance and \$50 at the door and includes a commemorative beer mug and 10 beer tickets. Advance tickets will be sold on our event webpage, <http://mountainbrewfest.net/>, which will also feature all event details and sponsor information. We anticipate attendance in the 300-400 range with both locals and visitors attending.

The Plan:

A full marketing plan is being implemented and will feature an event website, a Facebook event page, listing with the top beer festival web resource (www.beerfests.com), cross-promotion with both individual participating breweries and the largest Idaho brewers organization (Idaho Brewers United), select print media advertising, event flyers posted throughout the area, and personal networking both through our influential membership and the extensive Rotary Club network. The goal is to generate as much buzz and excitement as possible that will ensure a successful event. This, in turn, will allow the McCall Rotary Club to expand our charitable giving as a FULL 100% of all net proceeds will benefit local and regional charities (list available).





Sponsorship Opportunities:

We have three levels of Sponsorship for Mountain Brewfest, Platinum at \$2,500, Gold at \$1,000, and Silver at \$500. Platinum is limited to Five (5) Sponsors Only and includes 15 admission tickets, 15 Beer Mugs, Print, Digital/Website, and MC Promotion, a Banner at the event, AND available Booth Space for your business that fronts Legacy Park. This is a \$750 Value plus full promotion, banner, AND the ability to be on-site with our own booth. Gold is limited to Ten (10) Sponsors Only and includes 8 admission tickets, 8 Beer Mugs, Print, Digital/Website, MC Promotion, and a Banner at the event. This is a \$400 Value plus full promotion and banner. Silver includes 4 Admission Tickets, 4 Beer Mugs, Print and Digital/Website Promotion. This is a \$200 Value plus promotion. The McCall Rotary Club is a 501(c)(3) nonprofit organization so all donations are fully tax deductible and benefit the local community. I see it as a win-win for both the local community and your business. It will be a great way to have fun, promote your business, and host clients and/or employees.

I look forward to following up with you so I can answer any questions you may have. Let's work together to help your business and our community!

Yours in Service,
George Seeds
McCall Rotary Club





Sponsorship Opportunities

Platinum (Limited to 5 Sponsors)

\$2,500 Donation

15 Admission Tickets & 15 Beer Mugs (\$750 Value + Banner + MC + Booth!)

Print, Digital/Website & MC Promotion

Banner at Event

Booth Available at the Event (Prime Location Facing Beach!)

Gold (Limited to 10 Sponsors)

\$1,000 Donation

8 Admission Tickets & 8 Beer Mugs (\$400 Value + Banner + MC!)

Print, Digital/Website & MC Promotion

Banner at Event

Silver

\$500 Donation

4 Admission Tickets & 4 Beer Mugs (\$200 Value + Promo!)

Print & Digital/Website Promotion

Presented by McCall Rotary Club, Saturday, August 21st, 1 p.m. to 6 p.m.

The Terrace at Ponderosa Center, Downtown McCall

*** 100% of Net Proceeds Donated to Charity ***





Benefit Charities/Non-Profit Organizations

- **Local Academic/Vocational Youth Scholarships**
- **Local Youth Book Scholarships**
- **Rotary Youth Study Exchange Program**
- **Literacy Programs (Local Library Books/Scholarships)**
- **McCall Donnelly Choir**
- **McCall Donnelly Booster Club**
- **Rotary Youth Leadership Awards (RYLA)**
- **Heartland Hunger Resource Center**
- **Roots Forest School**
- **Adaptive Wilderness Sports of McCall (AWeSOMe!)**
- **Little Ski Hill**
- **Idaho Sled Dog Challenge**
- **Seven Devils Playwright Conference**
- **Payette Lake Trail**

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