

SPONSORS WANTED



:: 2006 ::
Friday September 22
Columbia & B Street
Downtown San Diego

For more Sponsorship info, please contact:

VisionPulse Creative - Sponsor Relations
858.720-8286 • Info@VisionPulse.com

Also, please visit:

www.SDPAC.org • www.SDBeerFest.org

Because every drop is precious.





WHAT 12th Annual San Diego Festival of Beer
WHEN Fri. Sept. 22, 2006 6pm - 11pm
WHERE Columbia and B Streets, Downtown San Diego
WHY Raise Money & Awareness for Cancer Research in San Diego

EVENT HIGHLIGHTS

Expected/Historical Attendance: 6,000
Funds Donated To Date: \$217,144
Participating Microbreweries: Over 50

Other stuff: Live Entertainment, Vendor Booths, Wine Booth, Food Court. First 4,500 attendees receive free Souvenir Logo'd Tasting Glass.

2006 marks the event's 12th year! This annual Festival of Beer takes over the streets at Columbia and B in Downtown San Diego once again to create a fun-filled evening with more than 5,000 local beer lovers to enjoy the sounds of live music while sampling from a selection of over 100 different microbrews.

The admission fee of \$25 covers admission to the event and includes ten (4oz.) beer tastings. Additional Tasting Tickets can be purchased inside the event. Also inside the "FOB", food and munchies are for sale plus a selection of wines for purchase by the glass. "Len Rainey and the Midnight Players" and "Night Shift" are the live bands scheduled to perform.

The first 4,500 guests into the event receive a free souvenir event logo tasting glass that the guests use throughout the evening and can keep when they go home.

HOW THE EVENT WILL BE PROMOTED:

- Direct Mail to Exclusive Mailing Lists
- Mass Mailing to San Diego Residents
- Hand to Hand Distribution of Invitations
- Advertising at Sponsor Locations
- Via Our Media Partners (radio, print, TV)
- MiniMagazine Event Guide Direct Mailer
- Ticket PreSale Location Signage
- Websites and eBanners
- Press Releases
- Email Blasts

PAST SPONSORS & BREWERIES

Alaskan Brewing Co.
 Alcatraz Brewing Co.
 AleSmith Brewing Co.
 Alpine Beer Co.
 Avery Brewing Co.
 Ballast Point Brewing Co.
 Bear Republic Brewing Co.
 Bierbitzch
 Boston Beer Company
 Brewery Ommegang
 BrouCzech
 Cerveceria Mexicana
 Consorcio Cerveceros de BC
 Coronado Brewing Co.
 Firehouse Brewing Co.
 Firestone Walker Brewing Co.
 Green Flash Brewing Co.
 Hoptown Brewing Co.
 Karl Strauss Breweries
 Klaster Beer
 Kloster Reutberg
 Kona Brewing Co.
 La Jolla Brewery
 La Jolla BrewHouse
 Lagunitas Brewing Co.
 Left Coast Brewing Co.
 Mad River Brewing Co.
 Main St. Brewery
 Mendocino Brewing Co.
 Moylans Brewing
 Oggi's Pizza & Brewing Co.
 Paulaner
 Pizza Port
 Pyramid Breweries
 Reaper Ale
 Redhook Ales
 Redstone Meadery
 Rock Bottom Brewery
 Royal Duffer Beverage Co.
 Russian River Brewing Co.
 San Rafael Crafted Ales
 Santa Cruz Mountain Brewing
 Shiner Beers
 Sierra Nevada Brewing Co.
 Speakeasy Ales & Lagers
 Stone Brewing Co.
 Stripper Ale
 Taylor's Restaurant & Brewery
 Unibroue
 Warsteiner USA
 Widmer Brewing Co.
 Wyder's Cider



SPONSORSHIP OPPORTUNITIES

OPPORTUNITY ITEM	DEADLINE	\$15,000	\$7,500	\$3,000	\$2,000
		BrewMaster	Stout	Ale	Pilsner
Entrance Passes	9/14	40	20	10	5
VIP Passes	9/14	20	10	6	4
SDPAC Special Donor Award	9/21	•			
10x10 Vendor Space	8/21	•			
6'x3' Event Banners on Poles (designed,printed,displayed)	8/28	6	4	1	1
eBanner on Website with link	9/14	•	•		
Mentions on Radio Ads	8/14	•			
Be a Ticket Purchase Location	9/14	•			
Logo on Posters (1K)	7/7	•			
Logo on Palm Cards (20K)	6/14	•			
Logo on Drink Tickets (7K)	8/11	•			
Logo on T-shirts (250)	8/21	•			
Logo on Drink Glasses (5K)	8/21	•			
Logo on "Thank You" Banner	9/7	•	•	•	•
Logo on Print Ads	8/7	•			
Logo in MiniMag Mailer & Event Guide (20K)	8/14	•	•		
Full Page Ad in MiniMag Mailer & Event Guide (20K)	8/7	•	25% Discount	15% Discount	10% Discount
Participant Listing in MiniMag Mailer & Event Guide (20K)	8/14			•	•
CABN Benefit Provider participation (1 location 1 yr)	9/14	•	•	•	•
CABN VIP Card ad on Drink Tickets* (1K)	8/7	•			
\$250 Design and/or Printing on Trade Voucher with VisionPulse	9/21	2	2	2	1
TOTAL VALUE:		\$19,340	\$8,465	\$4,065	\$2,865

DESCRIPTION OF SPONSORSHIP OPPORTUNITIES

ENTRANCE PASSES

Each event ticket entitles the holder to admission to the event and 10 4-Ounce "Beer Tastes". Give 'em away or sell 'em! A \$25 value each.

VIP PASSES

These premium passes entitle you to admission to the event, admission to the catered VIP area, and additional 4-Ounce "Beer Tastes" above and beyond the Regular Admission 10 Beer Tastes. A \$250 value each.

SDPAC SPECIAL DONOR AWARD

Special recognition plaque presented only to the companies who have helped to make this fund raising effort come to fruition. Priceless.

10x10 VENDOR SPACE

An excellent opportunity to showcase your products and services to over 4,000 event attendees. A \$250 value.

6'x3' EVENT BANNERS ON POLES

(designed,printed,displayed)
Your custom vinyl banners will be professionally designed, printed in full color, and be prominently displayed 10 feet above the heads of the event attendees along the event's perimeter fence-line. A \$750 value.

EBANNER ON WEBSITE WITH LINK

Your eBanner with a link to your website will be prominently displayed on the Festival of Beer website that receives tons of traffic as event attendees cruise the site for event information. A \$250 value.

MENTIONS ON RADIO ADS

As our radio media sponsor(s) promotes the San Diego Festival of Beer, your company name will be mentioned as a key supporter. A \$500 value.

BE A TICKET PURCHASE LOCATION

An opportunity for you to be promoted as a ticket purchase location, generate traffic into your business, make money, and to help raise money for the cause. You get tickets at \$20 each and can retail for \$25. A \$500 value.

LOGO ON POSTERS (1000)

Your logo will be prominently displayed on 1000 of these beautiful full color posters that will be displayed all throughout San Diego in high traffic locations. A \$1000 value.

LOGO ON PALM CARDS (20K)

Your logo will be prominently displayed on 20,000 of these colorful postcards that will be distributed all throughout San Diego at events, clubs, and participating businesses. A \$500 value.

LOGO ON DRINK TICKETS (7K)

Your logo will be prominently displayed on 7,000 of these beautiful full color event admission and drink tickets. Each ticket entitles the holder to admission and their "Beer Tastes". A highly sought after souvenir. A \$500 value.

LOGO ON T-SHIRTS (250)

Your logo will be prominently displayed on 250 of these beautiful full color event souvenir T-Shirts to be sold and given-away at the event. A \$250 value.

LOGO ON DRINK GLASSES (5K)

Without these drink glasses, no one would be able to enjoy all the fine beers at the event. Another indispensable souvenir. A \$1000 value.

LOGO ON "THANK YOU" BANNER

Your logo will be prominently displayed on this beautiful full color event banner that will be displayed at the event and at post-event press conferences and check presentation.. A \$100 value.

LOGO ON PRINT ADS

As our print media sponsor(s) promotes the San Diego Festival of Beer, your company logo will be included as a key supporter. A \$1000 value.

LOGO IN MINIMAG MAILER & EVENT GUIDE (20K)

A graphic listing of logos of the higher level sponsors of the Festival of Beer will appear in 20,000 of the MiniMagazines. A \$500 value.

AD IN MINIMAG MAILER & EVENT GUIDE (20K)

This pocket-sized promotional piece will serve two functions: 10,000 will be direct mailed to pre-promote the event, and, 10,000 will serve as an event guide and distributed to the attendees of the event. You receive a full color full page ad, professionally designed, in 20,000 of these MiniMagazines. A \$1,500 value.

PARTICIPANT LISTING IN MINIMAG MAILER & EVENT GUIDE (20K)

A listing of sponsors and supporters of the Festival of Beer will appear in 20,000 of the MiniMagazines. A \$250 value.

CLUBALLIANCE BENEFIT PROVIDER PARTICIPATION* (1 LOCATION 1 YR)

Your business location will be promoted to 1,000's of ClubAlliance Benefits Network (CABN) members comprised of: employee groups, students; military, and more. Your special ClubAlliance Benefit that you offer the members will be promoted via multiple websites and promotional vehicles. Additionally, as a ClubAlliance Benefit Provider, you are entitled to complimentary memberships for your staff as well as discounts on business services such as graphic design and printing. A \$240 value.

CABN VIP CARD AD ON DRINK TICKETS* (1K)

1,000 of the event admission/drink tickets will bear your ClubAlliance special offer. A virtual coupon or or post-event VIP Card with your special offer that also entitles the bearer to VIP benefits at 100's of other businesses in San Diego. Each VIP Card is worth over \$25 in savings and benefits to the holder. A \$500 value.

DESIGN AND/OR PRINTING TRADE CREDIT WITH VISIONPULSE

You receive a \$250 Trade Credit Voucher from this premier San Diego creative agency. Simply pay with your company's qualified gift certificates for professional graphic design, web design, and/or printing services. A \$250 value.

**SPONSORSHIP OPPORTUNITIES DIMINISH OVER TIME.
MAKE SURE TO COMMIT BEFORE THE DEADLINES!**

*Certain Criteria & Standards of Service are required and are to be maintained to participate in the ClubAllianceSM Benefits Network. Check with your consultant to see if your business qualifies.



WHY?... A Good Time for a Good Cause!
RAISE MONEY & AWARENESS FOR CANCER RESEARCH IN SAN DIEGO

FUNDS DONATED TO CANCER RESEARCH



SDPAC Receives Channel 10 News Leadership Award
 10News' Geni Cavitt honors Candace Brown and Rachel Cano for their work with the non-profit organization San Diego Professionals Against Cancer.

TO DATE YEAR	\$217,144 DONATION	RECIPIENT
2005	\$39,000	Sidney Kimmel Cancer Center
	\$15,110	Children's Hospital
2004	\$33,265	Sidney Kimmel Cancer Center
	\$909	Scripps Research Institute
2003	\$45,000	Sidney Kimmel Cancer Center
2002	\$19,500	Children's Hospital
2001	\$20,000	Children's Hospital
2000	\$10,000	American Cancer Society
	\$10,000	Children's Hospital
1999	\$7,500	American Cancer Society
	\$7,500	San Diego Hospice
1998	\$9,360	American Cancer Society

Who is SDPAC...

The San Diego Professionals Against Cancer (SDPAC) is a non-profit organization dedicated to generating monies for cancer research, patient treatment, and services through fund-raising events such as its flagship San Diego Festival of Beer.

The organization is comprised of local area professionals who volunteer their time, energy, and resources to organize local social events with the mutual goals of raising money for charity, benefiting corporate sponsors, vendors and donors, and creating a source of entertainment for the local community.

The SDPAC organization strives to foster a relaxed, enjoyable and social environment yet is committed to making an impact in the community. The volunteers are encouraged to become involved and take an active leadership role in developing events, volunteer recruiting, fundraising, and community service.

SDPAC has no full time employees. All volunteers have careers in the San Diego area, and perform all activities related to the organization and its events on their personal time. This dedication is rewarded only through the knowledge that SDPAC makes a significant contribution to people with cancer, their families, and the fight in the prevention of the disease. www.SDPAC.org • www.SDBeerFest.org