



Dear Hospice supporter:

This year marks the 24th annual California Festival of Beers and Golf Tournament to be held on Saturday, May 29, 2010 at the Avila Beach Golf Resort. As most of you know this event takes place overlooking beautiful Avila Beach. The combination of the weather and ambience makes for one of the most unique beer festivals in the country! Starting in the parking lot of Spikes Bar 24 years ago with just a few local breweries and a handful of beer lovers this event has built over time to sell out all 3,000 tickets!

This festival is the most talked about Memorial Weekend event on the Central Coast. It brings together locals, old friends and Cal Poly Alumni for a day of beer, live music, and warm California sun! It is what most guests call “the kick-off to summer!”

This grand tasting event features over 70 different breweries and over 160 different beers to taste. Tickets are \$75.00 per person for General Admission, \$150.00 per person for the Connoisseur ticket which includes General Admission into the festival as well as admission in the Connoisseur Tasting and Kick-off Concert the night before, and \$200 for the Golf Pass which includes all of the above plus entrance into our golf tournament on Friday, May 28.

Last year’s event sold out in a record breaking time of 5 hours mainly from word-of-mouth advertising. In addition, we also mail out flyers, hang posters around the county, and are mentioned on local radio and TV stations. KSBY-TV has proclaimed it the “hottest ticket in town!”, and it’s one of the most trafficked websites in the area.

As you may be aware, Hospice of San Luis Obispo County is a non-profit organization, which provides invaluable support to the dying, bereaved, and their families. Hospice depends 100% on the community donations, grants, and fundraising events for its operational budget. Hospice does not charge for its volunteer, counseling and educational services. Hospice of San Luis Obispo County has depended completely on the generous support of the community and people like you since it’s founding in 1977.

Thank you in advance for your consideration of sponsorship of this ever growing event. Your support is an essential part in our ability to offer all of our services free of charge to the community.

Thanks again,

Chris Aho
Development Director
Hospice of San Luis Obispo County



24th Annual California Festival of Beers and Golf Tournament Sponsorship Opportunities Saturday, May 29, 2010



Presenting Sponsor: Avila Beach Golf Resort **\$15,000**

Stage Sponsor (one available, or agreed partnership) **\$8,000**

Includes:

- 6 Connoisseur tickets (includes tickets to the Beer Festival)
- 4 General Admission tickets
- Banner on the stage (provided by Hospice)
- Recognition between band sets
- Logo on all promotional material
- Logo in the program
- Hot link on the California Festival of Beers website
- 10 x 10 pop up next to stage for promotion

Glass Sponsor (one available) **\$4,000**

Includes:

- 4 Connoisseur tickets (includes tickets to the Beer Festival)
- 2 General Admission tickets
- Logo on all beer tasting glasses
- Logo on all promotional material
- Logo in the program
- Hot link on the California Festival of Beers website

Wrist Band Sponsor (one available) **\$3,000**

Includes:

- 4 General Admission tickets to the event
- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- Logo/ business name on all wristbands
- Logo on all promotional material
- Logo in the program
- Hot link on the California Festival of Beers website

Shuttle/Safe Driving Sponsor **\$2,500**

Includes:

- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- 4 General Admission tickets to the event
- Banner on the shuttle bus & at festival (provided by sponsor)
- Logo on all promotional material
- Logo in the program
- Hot link on the California Festival of Beers website

Connoisseur Tent Sponsor (one available)**\$2,000**

Includes:

- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- 2 General Admission tickets to the event
- Banner on the VIP tent (provided by sponsor)
- Logo on all promotional material
- Logo in the program
- Hot link on the California Festival of Beers website

Welcome Sponsor (two available)**\$1,500**

Includes:

- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- 2 General Admission Tickets to the event
- Banner hung at the entrance to the event (provided by sponsor)
- Logo on all promotional material
- Logo in the program
- Hot link to the California Festival of Beers website

Restroom Sponsor (One available)**\$1,000**

Includes:

- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- 2 General Admission tickets to the event
- Banner hung over restroom area (provided by the sponsor)
- Logo on all promotional material
- Logo in the program
- Hot link on the California Festival of Beers website

Friends of the Beer Festival (multiple available)**\$500**

Includes:

- 2 General Admission tickets to the event
- Banner hung at the event (provided by the sponsor)
- Logo on all promotional material
- Logo in program
- Hot link on the California Festival of Beers website

Media Summary

- 5,000 Save the date postcards
- 1,000 posters distributed in San Luis Obispo County
- 300 radio spots on New Rock 107.3
- Over 20,000 visits on website
- Multiple community calendar mentions
- Sponsor logo sent with every mailed ticket
- Website calendars (multiple beer sites)

Golf Tournament Sponsorship

Sponsor a hole for \$200 (Multiple Available)

- Includes: 2 General Admission Tickets to the Beer Festival
 - Sign with business logo at designated hole (provided by event)
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Connoisseur Tasting

Friday May 28, 2010



Presenting Sponsor

\$1,000

Includes:

- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- 4 General Admission tickets
- Banner at entrance of event (provided by sponsor)
- Logo on all promotional material
- Logo in the main event program
- Hot link on the California Festival of Beers website

Glass Sponsor

\$500

Includes:

- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- 2 General Admission tickets
- Logo/name on event glass
- Logo on all promotional material
- Logo in the main event program
- Hot link on the California Festival of Beers website

Wristband Sponsor

\$250

Includes:

- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- Logo/name on event wristband
- Logo on all promotional material
- Logo in the main event program
- Hot link on the California Festival of Beers website

Brewer Sponsor (In Kind-limited to 10 selected breweries)

Includes:

- 2 Connoisseur tickets (includes tickets to the Beer Festival)
- Beer samples for the pairing (“special” beer that your brewery would like to feature)
- Logo on all promotional material
- Logo in the main event book
- Hot link on the California Festival of Beers website