

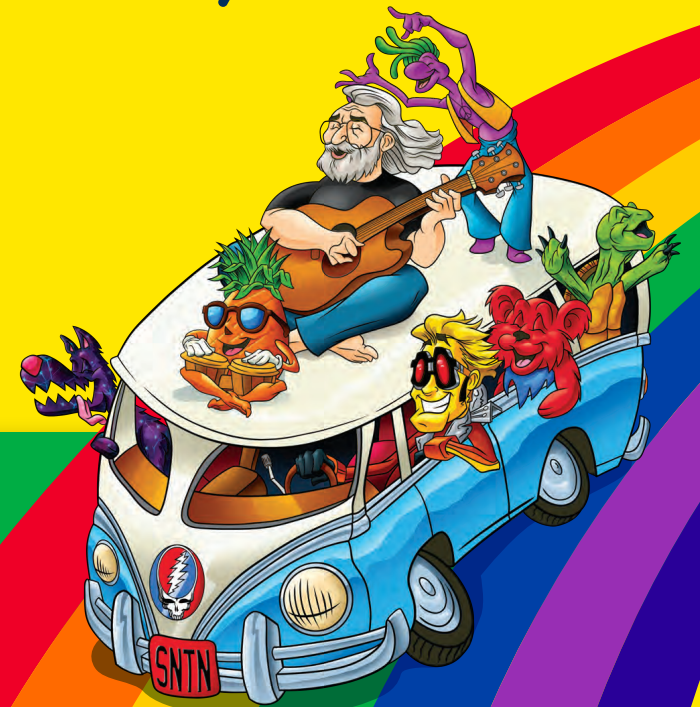
Jerry Daze '26

FRI. 9/11 - SUN. 9/13
SPONSORSHIP AND
VENDOR OPPORTUNITIES



OVERVIEW

- **FRIDAY - SUNDAY, SEP. 11TH - SEP. 13TH**
- **4:30PM-10:30PM (FRI.) 2PM-10PM (SAT.) 2PM-8PM (SUN.)**
- **LOCATED AT SANTAN GARDENS**
- **1,000+ ANTICIPATED ATTENDANCE OVER THE THREE DAYS**
- **FESTIVAL INCLUDES LIVE MUSIC, LOCAL BEER, PARKING LOT, CRAFT SPIRITS AND GAMES**
- **ADMISSION PRICE IS \$12 FOR SINGLE DAY PRE-SALE**
- **MULTIPLE SPONSORSHIP LEVELS AVAILABLE**



<https://santanbrewing.com/vendor-sponsor-signup/>

PRESENTING SPONSOR (LIMIT 1)

AS THE EXCLUSIVE TOP TIER SPONSOR, YOU WILL BE OUR "PRESENTING" EVENT PARTNER. YOUR BRAND WILL BE ASSOCIATED WITH EVERY ELEMENT OF THE FESTIVAL. **JERRY DAZE PRESENTED BY "YOUR BRAND"**.

WHAT YOU GET:

BRAND RECOGNITION:

- PREMIERE LOGO/LINK PLACEMENT ON EVENT PAGES
- INCLUDED IN ALL SOCIAL MEDIA MENTIONS (60K REACH)
- 3 DEDICATED SOCIAL MEDIA POSTS FOR YOUR COMPANY
- REPRESENTATION AT ALL MEDIA APPEARANCES IN CONJUNCTION WITH SANTAN BREWING + DISTILLING*
- PREMIERE LOGO ON ALL SIGNAGE
- PREMIERE PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

HOST CUSTOMERS AND FRIENDS:

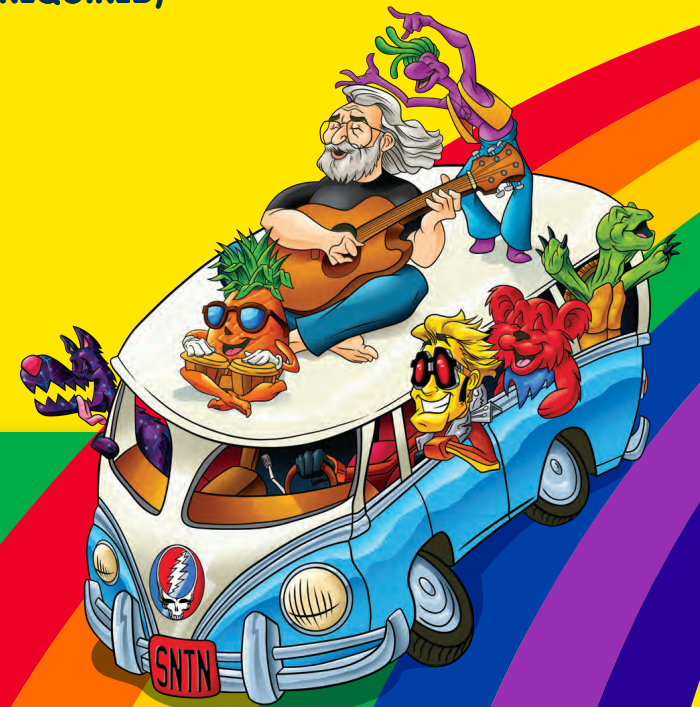
- 20 TICKETS PER DAY
- 10 X 20 OR 10 X 10 EVENT BOOTH (NOT REQUIRED)

*NOT GUARANTEED BUT BASED ON OUR 10/1/2022 OKTOBERFEST WE HAD 6 ON AIR TV SEGMENTS

COST \$4,000

VALUE \$16,000

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STAGE SPONSOR

(LIMIT 1)

AS THE EXCLUSIVE STAGE SPONSOR, YOU WILL BE THE MAIN STAGE BANNER. YOUR BRAND WILL BE ASSOCIATED WITH EVERY ELEMENT OF THE FESTIVAL.

WHAT YOU GET:

BRAND RECOGNITION:

- PREMIERE LOGO/LINK PLACEMENT ON EVENT PAGES
- INCLUDED IN ALL SOCIAL MEDIA MENTIONS (60K REACH)
- 3 DEDICATED SOCIAL MEDIA POSTS FOR YOUR COMPANY
- REPRESENTATION AT ALL MEDIA APPEARANCES IN CONJUNCTION WITH SANTAN BREWING + DISTILLING*
- PROMINENT LOGO ON ALL SIGNAGE
- PREMIUM SIGNAGE IN STAGE AREA
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

HOST CUSTOMERS AND FRIENDS:

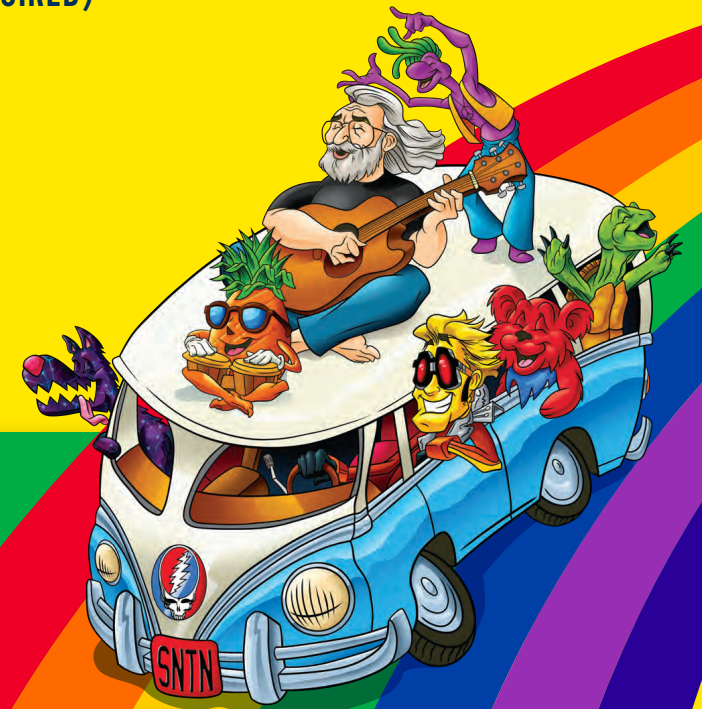
- 10 TICKETS PER DAY
- 10 X 20 OR 10 X 10 EVENT BOOTH (NOT REQUIRED)

*NOT GUARANTEED BUT BASED ON OUR 10/1/2022 OKTOBERFEST WE HAD 6 ON AIR TV SEGMENTS

COST \$3,000

VALUE \$15,000

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LEVEL 1 SPONSOR

(LIMIT 4)

AS A LEVEL 1 SPONSOR, YOUR BRAND WILL BE HIGHLY RECOGNIZED ON ALL PRINT AND DIGITAL ASSETS IN ASSOCIATION WITH JERRY DAZE.

WHAT YOU GET:

BRAND RECOGNITION:

- PROMINENT LOGO/LINK PLACEMENT ON EVENT PAGES
- INCLUSION IN SOCIAL MEDIA POSTS
- PROMINENT LOGO ON OFFICIAL POSTER AND BANNER
- PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

HOST CUSTOMERS AND FRIENDS:

- 10 TICKETS PER DAY
- 10 X 10 EVENT BOOTH IF DESIRED (NOT REQUIRED)

COST \$1,500

VALUE \$5,000

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LEVEL 2 SPONSOR

(LIMIT 6)

AS A LEVEL 2 SPONSOR, YOUR BRAND WILL BE HIGHLY RECOGNIZED ON ALL PRINT AND DIGITAL ASSETS IN ASSOCIATION WITH JERRY DAZE.

WHAT YOU GET:

BRAND RECOGNITION:

- LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUSION IN SOME SOCIAL MEDIA POSTS
- PROMINENT LOGO ON OFFICIAL POSTER AND BANNER
- PERIMETER FENCING SIGNAGE

HOST CUSTOMERS AND FRIENDS:

- 10 TICKETS PER DAY

COST \$750

VALUE \$2,500

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SOCIAL & WEB

SANTAN BREWING + DISTILLING

IG FOLLOWERS = 24,000

FB FOLLOWERS = 35,000

WEBSITE VIEWS = 76K VISITS Q4 2024



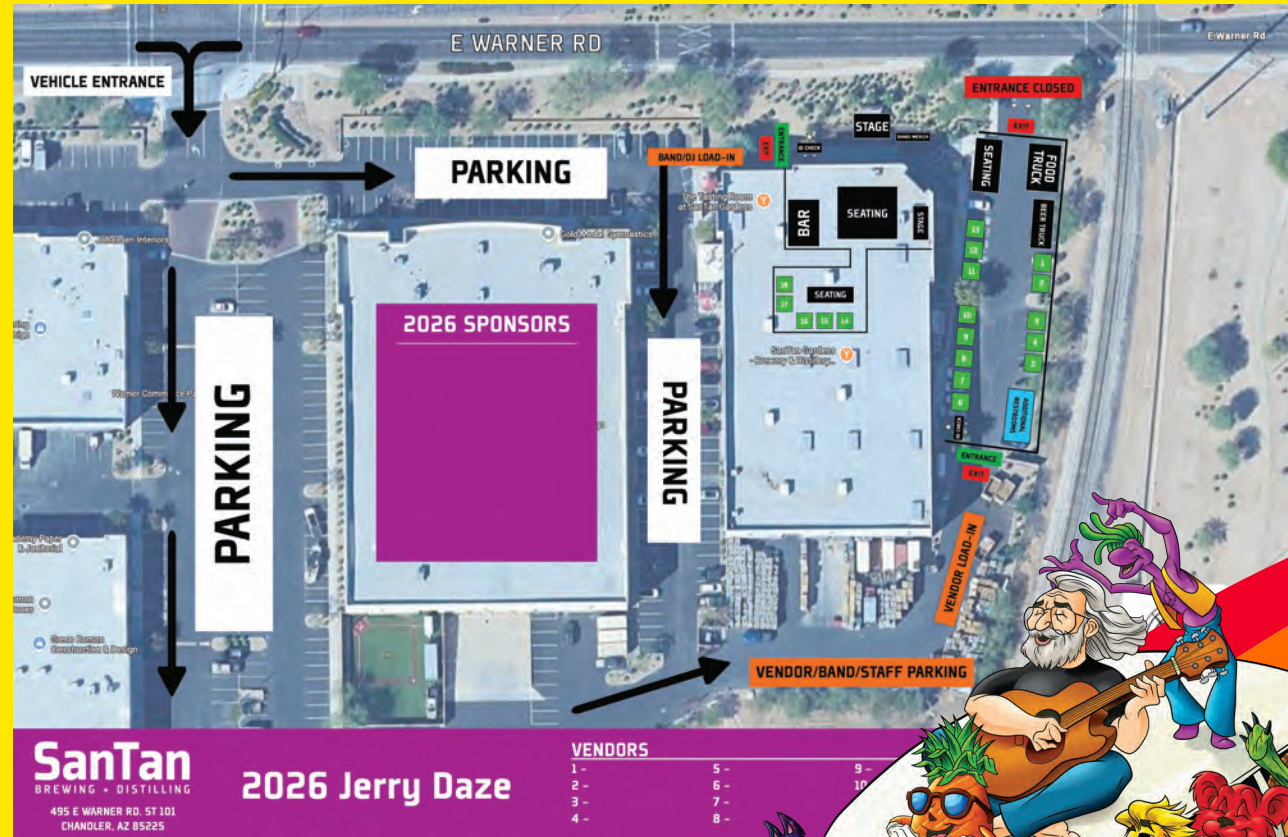
SAMPLE POST



<https://santanbrewing.com/vendor-sponsor-signup/>

FOOD VENDOR

- **LIMITED SPACES FOR VENDORS (3)**
- **APPROXIMATELY 10' X 20' WITH SOME FLEXIBILITY**
- **15% REVENUE SHARING**
- **WATER SUPPLY NEAR FOOD COURT**



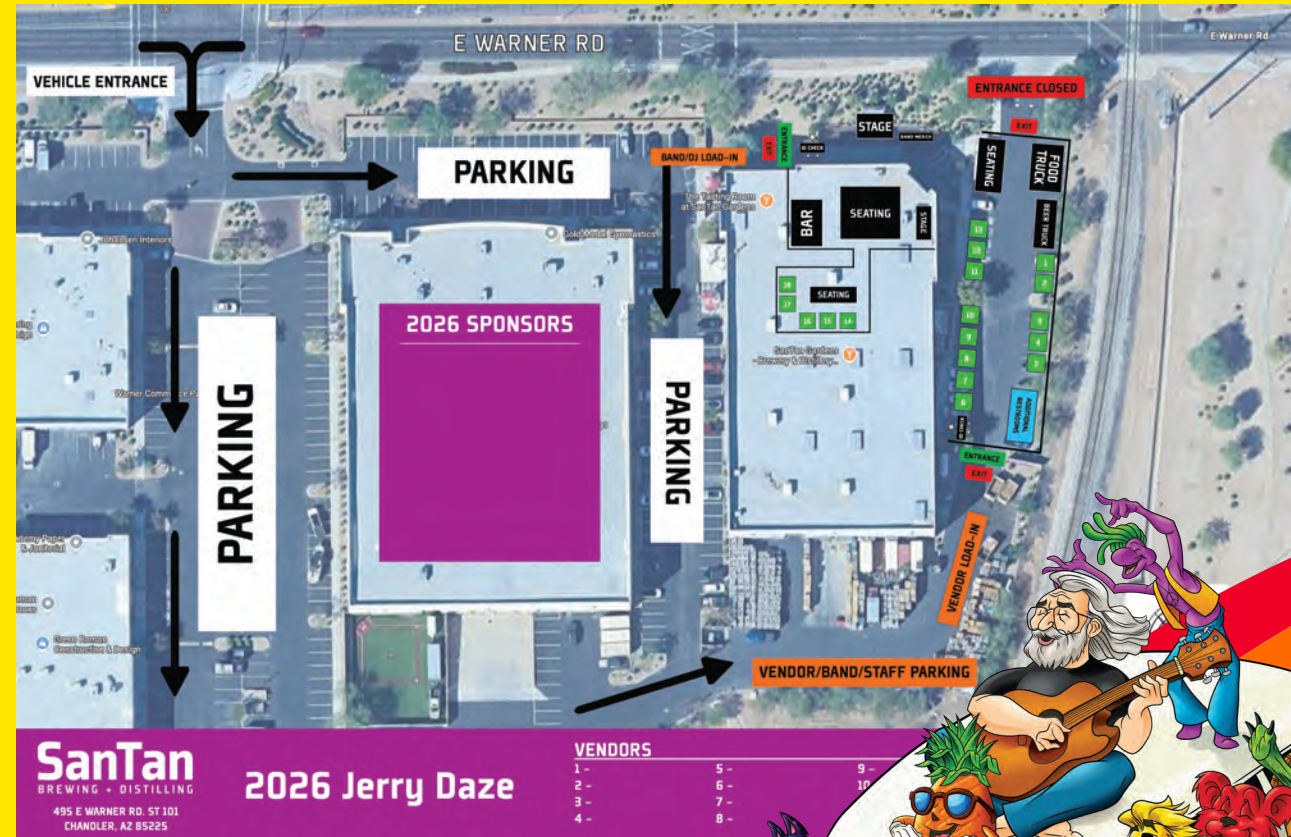
15% REVENUE SHARE

<https://santanbrewing.com/vendor-sponsor-signup/>



SNACK + NON-FOOD VENDOR PARTICIPATION

- 10 SPACES FOR VENDORS
- APPROXIMATELY 10' X 10'
- FLAT FEE, NO REVENUE SHARING



COST \$350 FOR ALL 3 DAYS

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