

COLORADO BREWERY RUNNING SERIES



BE ACTIVE. HAVE FUN. GIVE BACK!

2020 Season Sponsorship Opportunities

COLORADO BREWERY RUNNING SERIES

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OUR MOTTO

**Be Active.
Have Fun.
Give Back.**

This comes through in everything we do. We are very proud to give 10% back of proceeds back to the community, \$25k and counting!

BENEFITTING



2020 COLORADO EVENTS



34 events launched so far, with more coming soon!

2020

FEB 8/11A	RUNDERBREW CRAFT BEER FESTIVAL DENVER - <i>BRS 2020 KICKOFF PARTY AND FESTIVAL</i>
FEB 29/11A	WONDERLAND BREWING BROOMFIELD - <i>LEAP BEER 5K</i>
MAR 21/11A	COAL MINE AVE BREWING LITTLETON
APR 5/11A	BLUE MOON BREWING DENVER
APR 11/11A	FROLIC BREWING WESTMINSTER - <i>HOP & HOPS EASTER 5K</i>
APR 18/11A	TWO22 BREW AURORA - <i>EARTH DAY 5K</i>
APR 26/11A	ZUNI STREET BREWING DENVER
MAY 2/11A	OSKAR BLUES TASTY WEASEL LONGMONT
MAY 3/11A	CHELUNA BREWING AURORA - <i>CINCO DE MAYO 5K</i>
MAY 9/11A	RESOLUTE BREWING CENTENNIAL
MAY 16/11A	WESTBOUND & DOWN BREWING IDAHO SPRINGS
MAY 30/11A	14ER BREWING DENVER
MAY 31/11A	WELDWERKS BREWING GREELEY
JUN 6/11A	BRUZ BEERS DENVER - <i>GLOBAL RUNNING DAY 5K</i>
JUN 7/11A	UPSLOPE BREWING BOULDER - <i>BREWERY RUNNING SERIES EVENT #100</i>
JUN 14/11A	BRECKENRIDGE BREWERY LITTLETON
JUN 20/11A	TIVOLI BREWING DENVER
JUN 27/11A	WIBBY BREWING LONGMONT



JUL 4/11A	DECLARATION BREWING DENVER - <i>INDEPENDENCE DAY 5K</i>
JUL 11/11A	LIQUID MECHANICS BREWING LAFAYETTE
JUL 19/11A	ODELL BREWING FORT COLLINS
JUL 26/11A	STATION 26 BREWING DENVER - <i>FIREHOUSE 5K</i>
AUG 1/11A	NEW BELGIUM RANGER STATION SNOWMASS - <i>5K ON THE MOUNTAIN</i>
AUG 16/11A	JESSUP FARM BARREL HOUSE FORT COLLINS
AUG 30/11A	BLIND FAITH BREWING LITTLETON
SEP 19/11A	OUTER RANGE BREWING FRISCO - <i>FALL COLORS 5K</i>
SEP 20/11A	LIBERATI BREWERY DENVER - <i>RINO TO ROME 5K</i>
OCT 3/11A	PROST BREWING DENVER - <i>OKTOBERFEST 5K</i>
OCT 10/11A	NEW BELGIUM BREWING FORT COLLINS
OCT 18/11A	NEW TERRAIN BREWING GOLDEN - <i>NEW TERRAIN TRAIL 5K</i>
OCT 31/11A	AVERY BREWING BOULDER - <i>BOOS & BREWS HALLOWEEN 5K</i>
NOV 7/11A	GOAT PATCH BREWING COLORADO SPRINGS - <i>VETERAN'S DAY 5K</i>
NOV 14/11A	RESOLUTE TAP & CELLAR ARVADA - <i>FIVE ALARM 5K & CHILI COOK-OFF</i>
NOV 28/11A	COMING SOON TBD
DEC 5/11A	LEFT HAND BREWING LONGMONT - <i>ON YOUR LEFT UGLY SWEATER 5K</i>



WHEN ARE THE EVENTS?

Saturday or Sunday mornings, with the run starting from the taproom at 11AM (this can be flexible) and event naturally wraps up around 1PM, though most all participants stick around for more beer. Our season will run from late February - December, with our kickoff beer festival, RUNDERBREW, in early February.

CONNECT WITH OUR MARKET



OUR PARTICIPANTS ARE PRIMARILY:

- Ages 30-55, even split male/female
- Average household income of ~100k
- Active lifestyle, beer enthusiasts
- Reside in metro area + 1st tier suburbs

OUR FIRST FOUR YEARS (2016-2019):

- 86 events
- 52 different Colorado breweries
- 10,000+ total runners to date
- Over \$25,000 donated to CO non-profits

OPPORTUNITIES INCLUDE:

- Experiential marketing (booth space on site at events, pre- and post-event live marketing with attendees)
- PR campaigns / joint marketing efforts
- Branding opportunities and a la carte options, such as on on-course signage and in-brewery marketing materials
- Opportunities to host event activities such as pre-run warm-ups and post-event giveaways
- Logo and link to brewery on www.breweryrunningseries.com (2M+ impressions / year)
- Inclusion in print, electronic and social media communications (i.e., printed schedule, email newsletter) sent to 4,500+ (and growing) participant base in Colorado
- Not to mention national attention; many of our events attract registrations from out-of-state.
- The Brewery Running Series is now in 14 states across the country. In 2020, we will hold 250+ events nationwide.
- Depending on brewery size, we will see anywhere from 125 – 400 participants per event.
- We had over 5,000 participants cross the finish line in 2019, and we are expecting that number to grow considerably in 2020.

REACH MULTIPLE MARKETS WITH THIS SCALABLE OPPORTUNITY

Large half and full marathons, and regional fairs and festivals, are typically annual events that are only held in one city, once a year. However, events like the Brewery Running Series are held in multiple cities throughout Colorado, on more than half of the weekends throughout the year. This gives brands an effective repeated way to reach multiple markets through the sponsorship of one property, scaling their presence and maintaining a longer presence in-market.



2020 SPONSORSHIP LEVELS



SINGLE EVENT (\$150) Pick and choose individual races to have a live presence, whether it be 1 or 20 events. Customize this live marketing presence based on what works best for you!

6-PACK (\$750) Pick and choose 6 races at which to have a live, customizable presence. We are flexible in finding fun ways to make your brand stand out. Ideal for companies that want to reach a broader audience in a certain region of Colorado or at specific breweries throughout the season.

PREMIER SEASON SPONSOR – MAXIMUM EXPOSURE & BEST VALUE!

Our Full Season! Series-wide sponsors get elevated placement & marketing throughout the whole season (34+ events). This includes a booth at all events, inclusion in all digital and print marketing campaigns, and co-branding awareness & impressions (est. 2M/yr) with an audience in our market (~30-55 yrs, high-income, active-enthusiast).

EXCLUSIVE CATEGORY RIGHTS - \$4,500 Exclusive category rights for a full season, even if your company does not attend all events. Branded as official 'X' category of the 2020 Brewery Running Series.

NON-EXCLUSIVE RIGHTS - \$3,200 Right to activate at all 2020 events, no guarantee of category exclusivity.

À LA CARTE SPONSORSHIPS Not able to staff a live event on the weekends, or looking to add even more value to your sponsorship? Our À la Carte opportunities create flexibility and increased exposure to promote your brand. Learn more on page 8.

IN-KIND (\$VALUE – CASE BY CASE) We continually strive to add value to our events and in-kind donations are an easy way to build exposure and push promotions. Win, win! These may be product samples, promotional items, or branded merchandise. Ideal for companies that don't have the time or resources to be onsite but want to be a part of the Colorado Brewery Running Series. Events generally have 125-400 total runners, based on the capacity of the event's taproom.

NOTES

All packages of 3 or more events will include your company logo on our 2020 sponsors section of the Colorado Brewery Running Series website and presence on all pre- and post-event emails for events attended.

All packages of 12 or more events will include elevated listings on our website, presence on all pre- and post-event emails for events attended, and social media shout outs throughout the year.



RACE DAY DETAILS



Price: \$150 / Event | "6-Pack" Price: \$750 for 6 events of your choice

WHAT IT MEANS TO HAVE ON-SITE PRESENCE

WHETHER YOU ARE A SINGLE EVENT, 6-PACK, OR FULL SEASON SPONSOR, YOUR COMPANY CAN TAKE ADVANTAGE OF THE FOLLOWING PERKS AT THE EVENT:

- 6 Foot table space or 10x10 tent space (depending on the event layout)
- Interact live with participants
- Opportunity to host Race Bib station to encourage interaction with runners before the run
- Option to include item in post-run giveaways
- Color logo included on printed race map.
- Link and logo inclusion in pre- and post-event communication (email and social posts)
- Shout-out during on-site announcements!
- Event photography
 - Post-event social posts
 - Use the photos as you like - they're yours too!
- Free beer for company representatives!
- 4 free event entries (\$120 value) for 6-pack sponsors. *Purchase a 6-pack and you will receive 4 free entries to any 2020 event(s).*



PREMIER SEASON SPONSOR



Price: \$4,500 per season w/ exclusivity | Price: \$3,200 per season w/o exclusivity



BENEFITS OF FULL SEASON SPONSORSHIP – BEST VALUE!

Unique Perks

- Table space at unlimited 2020 CO Brewery Running Series events.
- 50% discount on any 1 full season à la carte option. (See Page 8 for more info)
- Listing on BRS website (2M+ visitors/year)
- Inclusion in electronic and social media communications (2-3M impressions expected in 2019)
- Repetitive brand impressions throughout events and season
- 8 free event entries (\$240 value)
- Family/friend/team code for additional discounted registrations at any event
- Color logo on printed race maps throughout the season
- Shout-out during on-site announcements!
- Event photography
 - Post-event social posts
 - Use the photos as you like - they're yours too!
- National attention; many of our events attract 10-15% of registrations from out-of-state. We have sister Series' in Minnesota, Oregon, Washington, Wisconsin, Illinois, Texas, Indiana, Florida and Hawaii
- Bonus! Presence at CO Brewery Running Series Season Kick-Off Party – RUNDERBREW Craft Beer Festival (600+ expected attendees) – February 8, 2020 in RiNo



À LA CARTE OPTIONS



SPONSORSHIP ITEMS	DESCRIPTION	PRICE PER EVENT	PRICE FOR 6-PACK	FULL SEASON
Water Jugs	The safe havens along the course and at the taproom, Refresh and hydrate the runners - a life saver on hot days!	\$50	\$250	\$3,000
Printed Race Maps	Guide everyone along their 5-kilometer journeys and they'll be thanking you when they cross the finish line. Get your logo on the printed course maps!	\$50	\$250	\$1,500
Live Music	Sponsor the life of the party! Bring the joy of live local music to the event with your name front and center.	\$200	\$750	\$4,500
Branded Course Arrows	Get your name in the hands of volunteers and in front of runners on all corners and major intersections along the 5k route!	\$300	\$1,000	\$3,000
Event Wristbands	Worn by every runner over 21 - your logo won't leave the runners' wrist for the whole event. Brand the wristband with your logo, website, message, and/or a discount code for your product	\$50	\$250	\$1,500
Race Bibs	Worn by every runner - your logo won't leave the runners' sides along the route, around the taproom, and in their photos forever.	\$350	\$1,000	\$3,500
Banner on Start Arch	Greet runners as they return from the run and have a prominent spot in event photos!	\$500	\$2,000	\$5,000
Step and Repeat	Photo finish! Event visibility and social media spotlight. Get your brand on the Step-and-Repeat to be seen at the event, behind runners, and all over the web.	\$1,750	\$3,000	\$4,500



CONTACT



**Interested?
Questions?
Let us know!**

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