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Dear Community Member:

We are thrilled to announce the awaited return of the Williams Lake Craft Beer Festival. On February 24, 2024, from 5-9 pm, we will be holding the 8th annual festival in the TRU gymnasium.

Over the last six festivals, we have raised over $160,000 for local non-profit organizations. The funds from this year’s event will once again be donated to the Cariboo Chilcotin Child Development Centre. Previous funds allowed the Centre to renovate and equip a sensory room; this year’s funds will help the Centre purchase much needed new playground equipment that is accessible, sensory beneficial, and inclusive for children of all abilities.

The Cariboo Chilcotin Child Development Centre Association stands as a cornerstone of support for children, youth, families, and caregivers in our community. The CDC plays a vital role in enhancing the lives of those it serves, offering a wide range of innovative programs and services tailored to meet the diverse cognitive, developmental, behavioral, and physical needs of children, youth, and families in Williams Lake and the surrounding areas. Through its unwavering commitment to fostering growth and well-being, CDC has become an indispensable resource for our community.

Our organizing committee shares an unwavering commitment to both hosting an exceptional fundraiser and creating an enjoyable craft beer experience for our friends and neighbors. We have earned a reputation for organizing engaging, safe events, and we are confident that this year's festival will be no exception.

To achieve our fundraising goal, we are actively seeking sponsors to assist with covering event-related expenses, including rentals, food, security, and safe-ride-home transportation.

We invite you to join us in supporting the Cariboo Chilcotin Child Development Centre and our community. Your sponsorship will not only make this event possible but will also have a lasting impact on the lives of children and families in need.

To maximize the benefits of our sponsorship promotions, we kindly request that all sponsors register for sponsorship before **November 17, 2023**. Thank you for your cooperation. For additional information about the event and sponsorship opportunities, please contact us by email at [sponsorship@williamslakecraftbeerfestival.com](mailto:sponsorship@williamslakecraftbeerfestival.com).

A black and white image of two glasses of beer

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Cheers,

The Williams Lake Craft Beer Festival Committee

**Sponsorship Tiers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sponsor Tiers | Platinum ($1,500) | Gold  ($1000) | Silver  ($500) | Bronze  ($250) |
| Event Tickets | 4 | 2 | 2 | Option to purchase |
| Tasting Glasses | X | X | X | X |
| Promotion Perks |  |  |  |  |
| Social Media |  |  |  |  |
| 1x custom appreciation post on social media | X | X | X |  |
| Logo placement priority on social media page posts | X | X |  |  |
| Logo placement on website (hyperlink to sponsor website included) | X | X | X | X |
| Logo placement on our ticket sales platform | X |  |  |  |
| Print |  |  |  |  |
| Priority placement on brochures & event materials | X | X |  |  |
| Logo placement on event brochure |  |  | X | X |
| Priority mention in any news articles on the event | X | X |  |  |
| Mention in event press release | X | X |  |  |
| In-Event |  |  |  |  |
| Logo Placement on event slideshow | X | X | X | X |
| MC Mentions | X | X |  |  |
| Logo placement on table-top banner | X |  |  |  |
| Logo Placement on event banner | X | X | X | X |
| Platinum Bonus |  |  |  |  |
| Sponsor appreciation gift basket | X |  |  |  |

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Description automatically generatedPlease confirm sponsorship by November 17, 2023**

Need more information?

[sponsorship@williamslakecraftbeerfestival.com](mailto:sponsorship@williamslakecraftbeerfestival.com)