

Dear Community Member,

On February 23, 2019 we are excited to be hosting our fifth annual Williams Lake Craft Beer Festival. This non-profit event is a casual social evening that raises money for the community. Last year we raised over \$35,000 for the Cariboo Chilcotin Child Development Centre's sensory room. This year, our goal is to raise over \$40,000 to help the Cariboo Chilcotin Child Development Centre continue with their designs on a sensory room. The sensory room will be specifically designed to develop the five senses of a child/youth, through special lighting, music, and objects. It will be a great therapy room for children/youth who require all different types of support. To help meet our fundraising goal, we are seeking sponsorship to cover event related expenses such as rentals, food, security, and safe-ride-home transportation.

Our organizing committee is as passionate about hosting a great fundraiser as we are about sharing new beer with our friends. Over the last four years, we've built a reputation of hosting an engaging, safe event and we're confident we can carry this momentum with us. Last year, we sold all 425 tickets in 30 minutes. This year, our initial event announcement reached over 6000 people on social media and we already have commitments from over twenty breweries.

We appreciate the community support we have had in the past from local businesses and should you wish to sponsor we have three suggested levels of sponsorship for our event:

Platinum Sponsorship \$1000

- Priority promotion on the event's web and print media
- A pair of tickets to the event
- In event advertising
- A pair of beer tasting glasses from the event
- Option to purchase two additional tickets to the event

Gold Sponsorship \$500

- Promotion on event's web and print media
- In event advertising
- A pair of beer tasting glasses from the event
- Option to purchase two tickets to the event

Silver Sponsorship \$350

- Promotion on some event print and social media
- A pair of beer tasting glasses from the event
- Option to purchase two tickets to the event

Thank you in advance for your consideration. For more information about the event and pursuing sponsorship, please contact us by email at sponsorship@williamslakecraftbeerfestival.com

