



Keg Advertiser

- Ticket Benefits (5 Early Bird tickets, 5 VIP tickets, valued at \$500)
- Company's logo to appear on signage at fest
- Logo to appear on advertiser page of CCBF website
- Company's logo posted on flyers throughout Downtown Columbus
- Company's logo to appear on the back of roughly 100 volunteers t-shirts at the fest
- Minimum of 8 mentions on social media regarding the event, promotions, and creating a buzz, (including CCBF Facebook, Instagram and Twitter)
- Premier on-site advertiser booth location

Impressions:

- Roughly 2,500-3,000 attendees at the fest
- About 100 volunteers
- 50-60 breweries at the event, bringing up to four employees each
- CCBF Facebook page has about 2,870 followers and growing
- CCBF Instagram has 396 followers and growing
- ZwanzigZ social media accounts will frequently share CCBF content, (Facebook - 4,691 followers, Instagram - 1,138 followers, Twitter - 514 followers)
- Hundreds of flyers posted and distributed throughout Columbus with logo