



JULY 20th, 2024 ... SNOW PARK, OAKLAND ... TICKETS ONLINE



Drake's Brewing and Bike East Bay's annual summer festival returns to Oakland's Snow Park on Saturday, July 20, 2024.

Become a sponsor and join us on the beautiful shore of Lake Merritt to enjoy a wide range of thoughtfully crafted beers, food, music and bike-related fun. Craft beer lovers and biking enthusiasts alike join for a taste of the best of California's beers. Craft beer drinkers are a growing force in the marketplace of the Bay Area. People who prioritize craft beer are interested in quality of life and experiences. Participants are also often active people who value the environment and the multiple outdoor activities available in the Bay Area.

PEDAL BREWFEST HIGHLIGHTS:

2,000 VISITORS

30 LOCAL BREWERIES

1,200 PINT GLASSES

Event Date: July 20, 2024

Sponsor Deadline: Tuesday, May 28th

SPONSORSHIP LEVELS

Title	Gold	Silver	Bronze
\$10,000	\$5,000	\$2,500	\$1,000

WEB & SOCIAL

Your Logo on the Pedal Brewfest Website	✓	✓	✓	text only
Your Logo in Bike East Bay's E-Newsletter: 17,000 Subscribers	✓	✓	text only	
Social media posts to our to 26,000+ Followers	Name & Link (2x)	Name & Link (1x)		
Your logo and name on Pedal Brewfest banner	✓			

PROMOTIONAL MATERIALS

Your logo on 100 Event Posters	✓	✓	text only	text only
Your logo on 7,500 print Event Postcards	✓	✓	text only	text only
Your logo on Digital Event Programs	✓	✓		

DAY OF EVENT

Tickets to the Event	10	7	4	2
10' x 10' Booth at Pedal Brewfest	3	2	1	1
Stage Announcements	✓	✓		
Your logo on Event Signage	✓	✓		
Your Logo on 1,200 Custom Pedal Brewfest Glasses	✓			
Top Billing as Lead Sponsor	✓			

Please contact
Caitlin Gleason, Events Manager
caitlin@BikeEastBay.org

*Have specific goals you want to meet for your sponsorship? We can work with you to tailor a sponsorship package to fit your needs and reach your goals. Please contact us for assistance.