

**Zeinabova, Blanka**

116.36

**Subject:** Burnaby Beer Fest 2016

**From:** Resh Pono [<mailto:Resh@bbyservices.ca>]

**Sent:** July-14-16 4:04 PM

**To:** Mayor

**Subject:** Burnaby Beer Fest 2016

Dear Mayor Derek Corrigan,

I hope you are doing well.

For the second year in a row, Burnaby Community Services will be presenting the annual **Burnaby Beer Fest** on **Saturday, November 12<sup>th</sup>**. Last year, the event was a huge success garnering over 300 attendees and 14 established breweries. The festival carried into the late hours of the night as guests drank local craft beer, ate delicious appetizers, and enjoyed live music! In addition to the Beer Fest being a social celebration of craft beer, it also gives back to the community. All proceeds from the event go to support programs and services of Burnaby Community Services. Programs such as the Burnaby Christmas Bureau helps break the cycle of poverty and isolation by providing gifts, material and community support to low-income families, individuals and isolated seniors during the holidays.

Our goal this year is to increase more support and awareness for the Burnaby Christmas Bureau and to have a bigger and better festival. In order for us to achieve this we are attracting more attendees through social media, offering more tasting sessions and asking our community partners, such as yourself, for your support!

We would love to have your presence again at this year's event and we would greatly appreciate if you could help us spread the word to the community. We are also in need of sponsors to make this a successful event, so if you could forward our info to anyone who might be interested in supporting us that would be wonderful! Being a sponsor for the Burnaby Beer Fest is an opportunity for our partners to create brand awareness among a core demographic and gain exposure through the marketing and promotion of our event.

Sponsorship Info: <https://drive.google.com/file/d/0B5MTlapQ3PnKNFY5U1dhem9ZZEE/view>

For more information on the Burnaby Beer Fest, check out our Eventbrite and social media platforms!

Eventbrite: <https://www.eventbrite.ca/e/burnaby-beer-fest-tickets-18264541736>

Facebook: <https://www.facebook.com/Burnaby-Beer-Fest-530635860421842/>

Twitter: <https://twitter.com/BBYBeerFest>

Thank you for your time and consideration.

Sincerely,

Resh Pono  
Development Coordinator  
Burnaby Community Services  
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[resh@BbyServices.ca](mailto:resh@BbyServices.ca)  
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## 2016 Burnaby Beer Fest – Sponsorship Information

### INTERESTED IN BECOMING A SPONSOR?

The Burnaby Beer Fest is the perfect opportunity to effectively increase your brand awareness and target your core demographic!

Why sponsor the Festival? Being a sponsor allows you to:

- Build upon existing customer relationships and create brand awareness among new and potential customers
- Gain insight into new and existing customers' product and/or service knowledge of your brand
- Meet and engage with your targeted customers
- Gain exposure through our targeted and effective marketing campaign; encompasses radio, print, online and social media

### ABOUT THE EVENT

A celebration of craft beer, delicious food, and of course community! Join the excitement of finding a new favorite among the many local craft beers while sampling tasty food from local food vendors. We are happy to bring the excitement back and host the 2nd Annual Burnaby Beer Fest on Saturday, November 12th, 2016 at Spacekraft. We will be hosting 3 Tasting Sessions from 2:30pm to 9:30pm. This is a fundraising event for the various outreach programs and services of Burnaby Community Services, including the Burnaby Christmas Bureau. We operate programs year round to support low income families, individuals and seniors experiencing isolation. Last year's event was a SOLD OUT success which featured more than 30 delicious beers, tasty appetizers and live entertainment!

Check out last year's Event Video on YouTube: <https://www.youtube.com/watch?v=Tr6vxJ74YXY>

### SHOWCASE YOUR BRAND AT BURNABY BEER FEST!

Name:
Business/Organization name:
Name and position of authorized signatory:
Business/Organization address:
Telephone:
Email:
Sponsorship level:

Please sign, print and date below to confirm your sponsorship of the 2016 Burnaby Beer Fest and to confirm that you are authorized to make this transaction on behalf of the organization you represent.

Signed: \_\_\_\_\_

Print: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

Burnaby Community Services  
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2055 Rosser Avenue Burnaby, BC V5C 0A1 604-293-5778 [www.BbyServices.ca](http://www.BbyServices.ca)



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## Burnaby Beer Fest 2016

<b>Sponsor Benefits</b>	<b>Presenting Sponsor \$15,000</b>	<b>Premium \$10,000</b>	<b>Stout \$5,000</b>	<b>Amber \$2,500</b>	<b>Lager \$1,000</b>
# Tickets to Private Tasting Room and Event	15	10	8	6	4
Sponsor recognition at event announcements	✓	✓	✓	✓	✓
Company logo featured on promotional materials	✓	✓	✓	✓	✓
Sponsorship recognition on online newsletter and website	✓	✓	✓	✓	✓
Company banner at event	✓	✓	✓	✓	✓
Opportunity to provide promotional material and speak at the event	✓	✓	✓	✓	✓
Company logo on festival glassware	✓	✓	✓	✓	✓
Company listed as presenting sponsor on promotional materials	✓	✓	✓	✓	✓

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