



**Date & Time:** Saturday, October 9, 2021 (12-6 PM)

**Location:** Bellefonte Brewing Co Brandy wine, Wilmington, DE

# Sponsorship Proposal



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# Sponsorship Letter

Dear Supporter,

I am writing to you on behalf of the Trauma Survivors Foundation to cordially invite you to consider one of our limited sponsorship packages for our signature fund raiser, the 2<sup>nd</sup> annual **DELAWARE BEER FEST**, which will be held on Saturday, October 9<sup>th</sup> at 12:00 - 6:00 PM in the Bellefonte Brewing Co Brandy wine/Wilmington, DE.

The Trauma Survivors Foundation is dedicated to helping children, families, students and emergency services personnel through counseling, education, training, and scholarships. Our mission is to heal and guide survivors to life after trauma, to smile and live life happy again. Traumatic events and the aftermath touch many people in our community, and we are here to help pick up the pieces.

The Delaware Beer Fest will benefit two local charities. It will spotlight over 60 beers from more than 25 Breweries, as well as a limited number of food and merchandise vendors. Live Music, Games, Contests and Beer Ratings will keep guests involved encouraging them to sample a wide selection of local and national brands of beer/wine/spirits. The Delaware Beer Fest is an exhibition, not a competition. It is an opportunity to put local brewing skills in the glasses of thousands of guests who love beer. As a co-operative Craft Brewery event, Delaware Beer Fest will advertise on all social media outlets (3.5 million reach), radio, and news media, while encouraging all participants to equally do the same.

The sponsors for this event will have the opportunity (based on sponsorship level) to attend and network with guests and other sponsors, logo displayed on all event advertising, placement on our website that is viewed by over 1.5 million unique visitors annually, social media posts and mentions to our followers (over 3.5 million reached) and event logo placement.

If you would like more information about the Delaware Beer Fest, and any of the programs it supports, please feel free to call me at (302) 275-7825. Join us on the web at [www.TheTraumaSurvivorsFoundation.org](http://www.TheTraumaSurvivorsFoundation.org) or [www.DelawareBeerFest.com](http://www.DelawareBeerFest.com).

Kind Regards,

Dennis J. Carradin, Jr., LPCMH, NCC, BCETS

Diplomate, American Academy of Experts in Traumatic Stress

CEO and Founder

# About The Trauma Survivors Foundation

## Vision Statement:

The Trauma Survivors Foundation is a 501(c)(3) non-profit organization incorporated in the State of Delaware. The money raised through donations from caring individuals goes directly to providing trained therapists for emergency response during and after traumatic events, training to expand the network of responders and sponsorships to those that want to become certified and help carry out our mission. All of our services are offered at a national level. Anyone and everyone is affected by trauma and crisis. We want to help those who need our support.

## Mission Statement:

The Trauma Survivors Foundation seeks to improve the lives of children and families who have experienced a traumatic event by providing mental health services through a network of trained trauma therapists. We grant scholarships to high school and college seniors who are seeking careers in the mental health field in order to promote further research into trauma psychology. We help firefighters, police and EMS with scholarships to attend approved training classes. We train emergency service personnel to provide crisis intervention when a traumatic event occurs.



*Hope Is The Only Thing Stronger Than Fear*

THE TRAUMA SURVIVORS FOUNDATION



# Sponsorship Packages

## Title Sponsors - \$5000

The crème de la crème. By being our title sponsor you get the most possible exposure and “bang for your buck” through our package including:

- Title Sponsor enjoys cobranding in conjunction with the Delaware Beer Fest (i.e. Delaware Beer Fest presented by INSERT YOUR NAME HERE)
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, tickets, press release and media alert and website
- Display up to 6 banners along the perimeter of the event (sponsor to provide)
- Full page ad in festival program
- 20x10 booth space
- 30 general admission tickets

## Tasting Glass Sponsors - \$3000

It's a beer festival and people drink beer there. The tasting glass sponsorship allows you to be the exclusive sponsor with your logo on all the tasting glasses, which attendees take home and use repeatedly.

- Logo on ALL tasting glasses
- Display up to 4 banners at event
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, tickets, press release and media alert and website
- Full page ad in festival program
- 10x10 booth space
- 10 general admission tickets

## Water Sponsors - \$2500

People drink lots of water at beer festivals. Get in front of all the water drinkers (that's nearly everyone).

- Logo / custom designed water label on ALL water distributed at event
- Display up to 4 banners at event (at water areas)
- Logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, tickets, press release and media alert and website
- Full page ad in festival program
- 10x10 booth space
- 10 general admission tickets

# Sponsorship Packages

## Stage and Entertainment Sponsors - \$2000

This sponsorship is available for a cash investment or equipment (staging, / music support / power / lighting). The Entertainment sponsor will have:

- Exclusive rights to name the stage and for placement of banners and images.
- Mentioned in all advertising including; logo on posters and event signage, website, on-stage mentions, giveaway's and promotions during the event, etc.
- Full page ad in festival program
- 10x10 booth space
- 10 general admission tickets

## Supporting Sponsors - \$1000

Supporting sponsorships are available for an investment of cash or product support. supporting sponsors require a cash or product invest equivalent to \$1,000 for the festival and will include:

- Logo on festival website with link back to your site
- Quarter page ad in festival program
- 6-foot booth space
- 6 general admission tickets

## Festival Sponsors - \$500

Logo on the following marketing and promotional materials including but not limited to: posters, flyers, press release and media alert and website with a link back to your site:

- Half page ad in festival program
- 6-foot booth space
- Display up to 2 banners at event
- 4 general admission tickets



# Sponsorship Packages

## Food Contest Sponsors - \$2000

The Delaware Beer Fest is committed to improving relationships in the Delaware Valley as well as supporting local Restaurants and Bakeries through the Hospital Heroes Food Drive.

Thank you for your interest in becoming a Food Contest Sponsor at the Delaware Beer Fest. We are excited to have the opportunity to meet and work with you.

What makes a great Delaware Beer Fest Food Contest Sponsor? Glad you asked! We are looking for Restaurants and Bakeries who are energetic, enthusiastic, and have fun marketing their products. We are interested in those who make a difference in the communities in which they serve.

We are committed to providing our Food Contest Sponsor with high media, social media, and physical exposure at the event. We want your Restaurant or Bakery to be as successful as we want the Delaware Beer Fest to be!

### Food Contests Available:

- Pizza Eating Contest
- Cupcake Eating Contest
- Chocolate Chip Eating Contest

### Selected Food Contest Sponsors will receive:

- Exclusive rights to name the Food Contest and for placement of banners and images.
- Mentioned in all advertising including; logo on posters and event signage, website, on-stage mentions, giveaway's and promotions during the event, etc.
- Full page ad in festival program
- 10x10 booth space
- 10 general admission tickets

### Requirements:

- Enough product for 6 contestants per category
- Each contest will run for 8 minutes
- Brand marketing materials

We are accepting a limited number of Food Contest Sponsors, so please complete and submit this form! After review, we will contact you with our decision and further information including our affordable rates!

# Beer Fest Supporters





# Contract Form

We would like to become a sponsor of the “Delaware Beer Fest”

## Sponsorship Packages

- ☐ \$5000 Title Sponsor
- ☐ \$3000 Tasting Glass Sponsor
- ☐ \$2500 Water Sponsor
- ☐ \$2000 Stage and Entertainment Sponsor
- ☐ \$1000 Supporting Sponsors
- ☐ \$500 Festival Sponsors
- ☐ Food Contest Sponsor

☐ I would like to contribute in an other way

Contact \_\_\_\_\_ Email \_\_\_\_\_ city \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_

☐ My check is enclosed, made payable to: The Trauava Survivors Foundation  
2055 Liavestone Road Suite 109 Wilavington delaware 19808

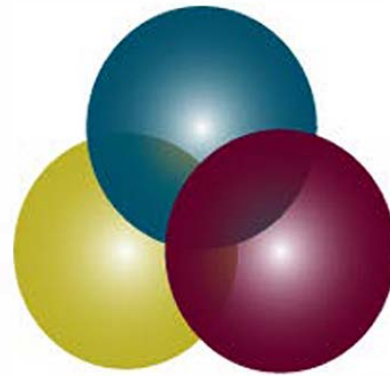
☐ Please charge my credit card; Card number \_\_\_\_\_ CVV \_\_\_\_\_  
Exp \_\_/\_\_/\_\_

☐ Please charge my credit card on \_\_\_\_\_ day of the month

☐ Please contact me about charging my bank account.

Signature \_\_\_\_\_

# Contact Information



## The Trauma Survivors Foundation

We welcome you to join us by sponsoring the Delaware Beer Fest. We look forward to hearing from you.

For more information about the Delaware Beer Fest and the Trauma Survivors Foundation, please contact us at:

Company Name: The Trauma Survivors Foundation

Event Name: Delaware Beer Fest

Event Website: [www.DelawareBeerFest.com](http://www.DelawareBeerFest.com)

Non-profit Website: [www.TheTraumaSurvivorsFoundation.org](http://www.TheTraumaSurvivorsFoundation.org)

Contact Name: Dennis Carradin

Contact Email: [DennisC@thetraumasurvivorsfoundation.com](mailto:DennisC@thetraumasurvivorsfoundation.com)