IN 2019 the city of Cleveland will commemorate the 50th anniversary of the 1969 Cuyahoga River fire that sparked a national environmental movement. Dedicated programming throughout the city, including Great Lakes Burning River Fest, will bring increased local and national interest to Northeast Ohio’s waterways. We hope you will join us at the 2019 Burning River Fest to celebrate how far we’ve come, while working together to ensure a bright future for our fresh water resources.

1969: The infamous Cuyahoga River Fire in Cleveland sparks a national environmental movement

1972: The Clean Water Act is enacted and remains the primary U.S. federal law governing water pollution.

1992: In its 4th year, Great Lakes Brewing Co. creates Burning River Pale Ale to draw attention to the strides Cleveland has made in protecting our freshwater resources

2001: Great Lakes Brewing Co. hosts the first Burning River Fest to raise awareness of water-related issues

2007: The non-profit Burning River Foundation forms as an outgrowth of Burning River Fest

2010: Burning River Fest finds a home at the Historic Coast Guard Station at Whiskey Island

2016: Thanks in part to funds raised by Burning River Fest and work by the Cleveland Metroparks, the Coast Guard Station undergoes phase 1 of its renovation.
<table>
<thead>
<tr>
<th>PARTNERSHIP 2019</th>
<th>JUNE 21 &amp; 22, 2019</th>
<th>6PM – 11PM</th>
</tr>
</thead>
</table>

**LEVEL**

<table>
<thead>
<tr>
<th>Level</th>
<th>Paid Promotional Materials</th>
<th>VIP Tickets</th>
<th>Promotional Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40,000</td>
<td>Stage/Venue Branding, Dedicated Vendor space at festival, Paid promotion, BRF website, Promotional banner, Volunteer t-shirt</td>
<td>60 GA, 15 VIP passes, 15 parking passes</td>
<td></td>
</tr>
<tr>
<td>$20,000</td>
<td>Paid promotion, BRF website, Promotional banner, Volunteer t-shirt</td>
<td>30 GA, 10 VIP passes, 10 parking passes</td>
<td></td>
</tr>
<tr>
<td>$10,000</td>
<td>Paid promotion, Promotional banner, Volunteer t-shirt</td>
<td>18 GA, 6 VIP passes, 6 parking passes</td>
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</tr>
<tr>
<td>$5,000</td>
<td>BRF website, Volunteer t-shirt</td>
<td>14 GA, 4 VIP passes, 4 parking passes</td>
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</tr>
<tr>
<td>$2,500</td>
<td>BRF website</td>
<td>8 GA, 2 VIP passes, 2 parking passes</td>
<td></td>
</tr>
</tbody>
</table>

**YOUR LOGO**

- Stage/Venue Branding
- Dedicated Vendor space at festival
- Paid promotion
- BRF website
- Promotional banner
- Volunteer t-shirt

- Logo placement on Burning River Fest Facebook and Twitter banners
- Logo placement on one (1) GLBC Much Abrew BRF-themed digital newsletter, reaching an audience of 14,000+
- Five (5) GLBC social media posts including one (1) fully dedicated post with logo on Facebook, Twitter, and Instagram
- Five (5) BRF social media posts, including one (1) fully dedicated post with logo on Facebook, Twitter, and Instagram

**SOCIAL MEDIA**

- Three (3) GLBC social media posts (mix of Facebook, Twitter, Instagram)
- Three (3) BRF social media posts (mix of Facebook, Twitter, Instagram)

**TICKETS**

- 60 GA
- 15 VIP passes
- 15 parking passes

**PAID PROMOTIONAL MATERIALS**

- Coaster at GLBC Brewpub
- PHS ADS
- Lamar Billboards
- Omnimedia Kiosks

**VIP TICKETS**

- 2 Beer Tokens
- $10 Food Voucher

**PROMOTIONAL BANNER**

- GLBC Brewpub
- Cuyahoga 50 Events
- Rock and Roll HOF “Summer in the City” series
- Edgewater Live