

# PARTNERSHIP

JUNE 21 & 22  
6PM – 11PM

# 2019



**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.

**4,000 ANNUAL ATTENDEES**



**\$750K**

funds raised to date in support of non-profits focused on clean water research, education, and conservation.

**21**

**MUSICAL ACTS ON TWO STAGES**

**GLBC SOCIAL**

 **52,000 FOLLOWERS**

 **127,000 FOLLOWERS**

 **49,000 FOLLOWERS**

 **10,000 BEERS POURED**

**2 NIGHTS OF BEER MUSIC & FOOD**



**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.



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LEVEL	YOUR LOGO	SOCIAL MEDIA	TICKETS
<b>\$40,000</b> <b>PLATINUM PILS</b>	<ul style="list-style-type: none"> <li>• Stage/Venue Branding</li> <li>• Dedicated Vendor space at festival</li> <li>• Paid promotion</li> <li>• BRF website</li> <li>• Promotional banner</li> <li>• Volunteer t-shirt</li> </ul>	<ul style="list-style-type: none"> <li>• Logo placement on Burning River Fest Facebook and Twitter banners</li> <li>• Logo placement on one (1) GLBC Much Abrew BRF-themed digital newsletter, reaching an audience of 14,000+</li> <li>• Five (5) GLBC social media posts including one (1) fully dedicated post with logo on Facebook, Twitter, and Instagram</li> <li>• Five (5) BRF social media posts, including one (1) fully dedicated post with logo on Facebook, Twitter, and Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• 60 GA</li> <li>• 15 VIP passes</li> <li>• 15 parking passes</li> </ul>
<b>\$20,000</b> <b>DORTMUNDER GOLD</b>	<ul style="list-style-type: none"> <li>• Paid promotion</li> <li>• BRF website</li> <li>• Promotional banner</li> <li>• Volunteer t-shirt</li> </ul>	<ul style="list-style-type: none"> <li>• Three (3) GLBC social media posts (mix of Facebook, Twitter, Instagram)</li> <li>• Three (3) BRF social media posts (mix of Facebook, Twitter, Instagram)</li> </ul>	<ul style="list-style-type: none"> <li>• 30 GA</li> <li>• 10 VIP passes</li> <li>• 10 parking passes</li> </ul>
<b>\$10,000</b> <b>SILVER STOUT</b>	<ul style="list-style-type: none"> <li>• Paid promotion</li> <li>• Promotional banner</li> <li>• Volunteer t-shirt</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) GLBC social media posts (mix of Facebook, Twitter, Instagram)</li> <li>• One (1) BRF social media posts (mix of Facebook, Twitter, Instagram)</li> </ul>	<ul style="list-style-type: none"> <li>• 18 GA</li> <li>• 6 VIP passes</li> <li>• 6 parking passes</li> </ul>
<b>\$5,000</b>	<ul style="list-style-type: none"> <li>• BRF website</li> <li>• Volunteer t-shirt</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) shared post on BRF social media</li> </ul>	<ul style="list-style-type: none"> <li>• 14 GA</li> <li>• 4 VIP passes</li> <li>• 4 parking passes</li> </ul>
<b>\$2,500</b>	<ul style="list-style-type: none"> <li>• BRF website</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) shared post on BRF social media</li> </ul>	<ul style="list-style-type: none"> <li>• 8 GA</li> <li>• 2 VIP passes</li> <li>• 2 parking passes</li> </ul>

## PAID PROMOTIONAL MATERIALS

- Coaster at GLBC Brewpub
- PHS ADS
- Lamar Billboards
- Omnimedia Kiosks
- The Metropolitan at The 9 Billboard
- Facebook Ads
- Spotify Ads

## VIP TICKETS

- 2 Beer Tokens
- \$10 Food Voucher

## PROMOTIONAL BANNER

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