

Join the Downtown Lakeland  
Partnership & ElderPoint Ministries  
in presenting our signature charity  
event...

## The Fourth Annual



**Saturday, February 16, 2013**

**Downtown Lakeland's Munn Park**

# WHAT IS THE BREWZ CREWZ?



**The Brewz Crewz was started four years ago to show off Downtown Lakeland and introduce Polk County to some of the finest craft beers offered in Florida.**

**Blending food, music and craft beer into a fun evening in a beautiful, relaxing environment has turned into a premier event in Central Florida.**



# WHO PUTS ON THE BREWZ CREWZ?

Once again, this year's event is a partnership between two great community organizations...



and





You know the Downtown Lakeland Partnership from great events such as First Friday and the Holiday Walkabout.



The Walkabout has been a family favorite event for 24 years. After eight years, First Friday has found it's place on everyone's calendar as a "must do" event.



# ELDERPOINT MINISTRIES, INC.



**ElderPoint Ministries, Inc.** is a faith-based non-profit 501(c)3 organization that believes that our elderly neighbors deserve to live in their own homes with dignity. The mission statement says it all, *"ElderPoint Ministries provides a continuum of free, home-based services to support healthy, safe and independent living for our older adult neighbors ..."*

Along with St. David's Episcopal Church, ElderPoint operates the third largest food bank in Polk County.

ElderPoint is the lead agency for FDOT for the Polk County Volunteer Transportation Coalition to develop and manage a county-wide system of rides for all transportation disadvantaged, not just seniors.



"We strive to meet seniors at the point of their need every day. We can't solve every problem they face, but many times by working together for a solution amazing outcomes are achieved," says Jane Hammond, Executive Director

# HOW ARE WE PROMOTING OUR EVENT?

Traditional media buys, social media, posters and community calendars and events throughout the area ensure that the Brewz Crewz message reaches the public.

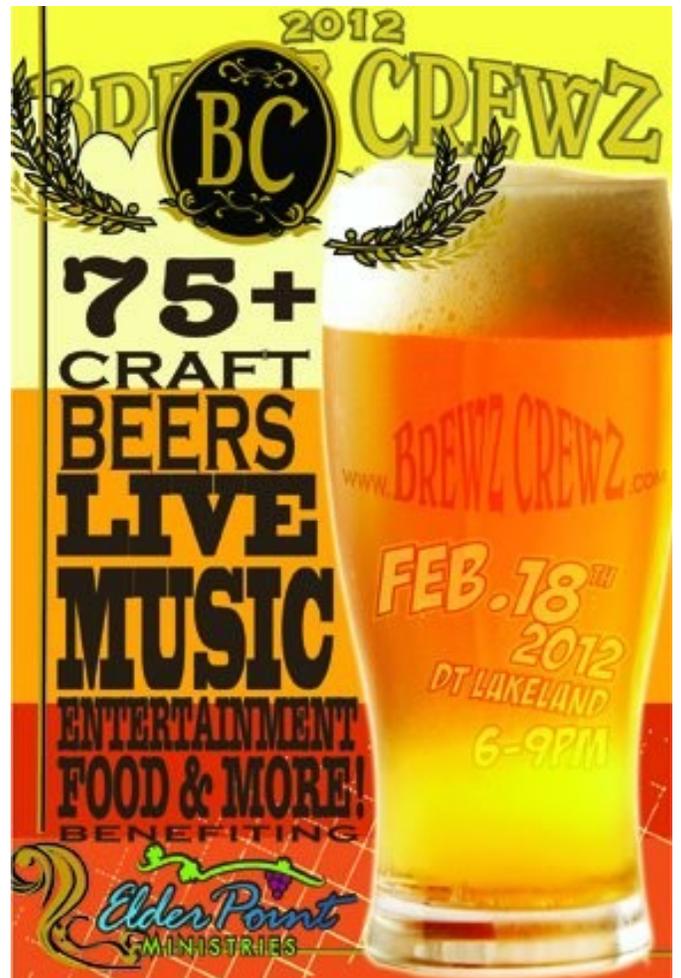
Plus, we're reaching out to the growing craft beer aficionado community in Central Florida through websites and social media catering to their interests.

You might have already seen our walking billboards—our fans in Brewz Crewz t-shirts.



- Email blasts
- Posters
- Websites
- Social media
- Press releases
- Community calendar postings
- Radio & newspaper ads

And, of course, word of mouth. People who attended the first three events came away with big smiles and a promise to return!



# SOUND LIKE FUN?

## BECOME A SPONSOR!



**The Brewz Crewz has a great track record!**

We're capitalizing on the successes of previous years and have a list of fans that want to make sure they have this event on their calendar.

### **A Sense of Community**

The Brewz Crewz also combines the energy and enthusiasm of two of Lakeland 's best organizations - Downtown Lakeland Partnership and ElderPoint Ministries. Both of these organizations are associated with positive publicity and make a positive contribution to our community.



# SPONSORSHIP OPPORTUNITIES

## Stout Sponsor

**\$5,000**



As the Stout Sponsor you will receive exclusive exposure before, during and after the event.

- 10 VIP tickets to the event
- 10 t-shirts, lanyards and tasting glasses
- Your logo prominently placed on all printed and electronic advertising
- Logo prominently positioned on the back of the shirt
- Your company name will be featured in all radio ads
- An exclusive banner prominently displayed at the event

# SPONSORSHIP OPPORTUNITIES



## Porter Sponsor

**\$2,500**



### As a Porter Sponsor you will receive:

- 5 VIP tickets to the event
- 5 t-shirts, lanyards and tasting glasses
- Your logo on all printed or electronic advertising
- Logo prominently positioned on the back of the shirt
- Your logo on the sponsor banner at the event

## Lager Sponsor      \$1,500

### As a Lager Sponsor you will receive:

- 3 VIP tickets to the event
- 3 t-shirts, lanyards and tasting glasses
- Your logo on all printed or electronic advertising
- Logo prominently positioned on the back of the shirt
- Your logo on the sponsor banner at the event



# MORE SPONSORSHIP OPPORTUNITIES

TASTING CUP SPONSOR \$1,000  
An event souvenir guaranteed to be around a long time!



- 2 VIP tickets to the event
- Logo on 2013 tasting cups



LANYARD SPONSOR \$1,000



- 2 VIP tickets to the event
- Logo on 2013 lanyards

MUSIC SPONSOR \$750

- 2 VIP tickets to the event
- Name on banner on the stage



## AND EVEN MORE!



### BANNER SPONSOR \$100

Hang your banner on the perimeter fencing during the event.

### T-SHIRT SPONSOR \$100

Another great souvenir!

Your logo on the back of the t-shirt

## COMBINED T-SHIRT & BANNER SPONSOR IS ONLY \$150

### COMFORT STATION SPONSOR \$250

- 2 VIP tickets to the event
- Your name on a set of the most necessary of necessities—the portable toilet station



### DESIGNATED DRIVER SPONSOR \$250

- 2 VIP admission tickets to the event
- Banner on the non-alcoholic refreshments table

**INTERESTED? CONTACT US!**



**Are you as excited as we are?**

Contact us at  
[BrewzCrewz@DowntownLakelandFL.com](mailto:BrewzCrewz@DowntownLakelandFL.com)

If you're so interested that you're ready to cut a check for the appropriate, do so and send it to DLP and mail it to P O Box 3499, Lakeland, FL 33802-3499.

Or, call us at 863-606-8395, and we can take a credit card payment.