



Brewz Crewz Event Information

Join SPCA Florida and the Downtown Lakeland Partnership for the 6th Annual Brewz Crewz Craft Beer Festival at Citizens Bank and Trust in the heart of downtown Lakeland. Central Florida's premier event for true craft beers, Brewz Crewz offers nearly 100 local brews, a free pilsner souvenir, light snacks and live entertainment from two bands.



Lakeland's Brewz Crewz offers craft beer lovers the opportunity to sample close to 100 Central Florida brews and meet brewery representatives for insight on pairings and their brew process. The sixth annual event is scheduled for **Saturday, March 21** on the patio that wraps around the **Citizens Bank & Trust Building at 402 S. Kentucky Ave in downtown Lakeland**. That's right – attendees can take in the cool breezes over Lake Morton while they enjoy live music from On the Avenue and The Detectives. The event begins at 1 p.m. for VIP ticket holders, and 2 p.m. for general admission. It runs through 6 p.m.



New This Year! Brunch and Beer

New to the event this year is a brunch from 11 a.m. to 12:30 p.m. at Lakeland Brewing Company, 640 E. Main St. The menu will include traditional and nontraditional fare. Head brewer Joe Pierce is brewing a breakfast stout to pair with the menu items, and mimosas and michelada also will be available.



Tickets

- \$50 VIP allows you to enter the event an hour earlier, at 1 p.m. (\$60 day of)
- \$35 General Admission can enter at 2 p.m. (\$45 day of)
- \$25 Brewz Crewz Brunch (\$35 day of)

Proceeds from Brewz Crewz benefit Downtown Lakeland Partnership and SPCA Florida.

For more information, please call:

Ellen Simms, (863) 510-9723 , info@downtownlakelandfl.com
Jessica Whitehouse, (863) 577-4629, jwhitehouse@spcaflorida.org

PROCEEDS BENEFIT



A copy of the official registration (#CH2174) and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352 within the state. Registration does not imply endorsement, approval or recommendation by the state.



Brewz Crewz Sponsorship Opportunities

As a sponsor you can align your company with the lifesaving work of SPCA Florida and take advantage of cause-marketing benefits. Get your business in front of hundreds of diverse demographics with buying power today!

SPONSORSHIP PACKAGES

\$10,000 Title Sponsor

Exclusive Sponsorship

- Sole sponsor of the V.I.P. Hour
- Company logo on tasting cups at event
- Company name printed on lanyards
- Opportunity to tell event guests' why you support SPCA Florida's mission at event
- Downtown Lakeland Partnership (DLP) Gold Membership for one-year
- SPCA Florida's Corporate Honor Roll Bronze Level Sponsorship benefits to the Walk for Animals or Dog Days of Summer
- Logo prominently displayed on t-shirts
- 10 VIP & 10 General Admission Tickets, 10 t-shirts, 10 lanyards & 10 tasting glasses
- Website Recognition-logo inclusion on DLP and SPCA Florida website and hyperlink to your corporate website
- Logo or name recognition on event banner and in all media releases, television ads, radio media, and follow up public relations materials

\$5,000 Presenting Sponsor

Exclusive Sponsorship

- DLP Gold Membership for one-year
- SPCA Florida's Corporate Honor Roll Member Level Sponsorship benefits to the Walk for Animals or Dog Days of Summer
- Logo displayed on t-shirts
- 10 General Admission Tickets, 10 t-shirts, 10 lanyards & 10 tasting glasses
- Website Recognition-logo inclusion on DLP and SPCA Florida website and hyperlink to your corporate website
- Logo or name recognition on event banner and in all media releases, radio media, and follow up public relations materials

\$2,500 Band Sponsor

- Your company banner as primary/largest stage display
- Logo displayed on t-shirts
- 5 General Admission Tickets, 5 t-shirts, 5 lanyards & 5 tasting glasses
- Website Recognition-logo inclusion on DLP and SPCA Florida website and hyperlink to your corporate website
- Logo or name recognition in all print media and press releases

\$1,000 Lager Sponsor

- Your company banner on stage
- Logo displayed on t-shirts
- 2 General Admission Tickets, 2 t-shirts, 2 lanyards & 2 tasting glasses
- Website Recognition-logo inclusion on DLP and SPCA Florida website and hyperlink to your corporate website
- Name recognition in all print media and press releases

\$500 Comfort Station Sponsor

- Your company banner located by restrooms
- Logo displayed on t-shirts
- 2 General Admission Tickets
- Website Recognition-company name inclusion on DLP and SPCA Florida website and hyperlink to your corporate website
- Name recognition in all print media and press releases

\$250 Suds Sponsor

- Logo displayed on t-shirts
- 2 General Admission Tickets
- Website Recognition-company name inclusion on DLP and SPCA Florida website and hyperlink to your corporate website

\$100 T-Shirt Sponsor

- Logo displayed on t-shirts

For more information, please call:

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2015 BREWZ CREWZ SPONSORSHIP FORM

SPONSOR INFORMATION

Company Name _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Email _____
 Work Phone _____ Cell Phone _____

LEVEL	SPONSORSHIP LEVEL	PRICE
TITLE SPONSOR	<input type="checkbox"/>	\$10,000
PRESENTING SPONSOR	<input type="checkbox"/>	\$5,000
BAND SPONSOR	<input type="checkbox"/>	\$2,500
LAGER SPONSOR	<input type="checkbox"/>	\$1,000
COMFORT STATION SPONSOR	<input type="checkbox"/>	\$500
SUDS SPONSOR	<input type="checkbox"/>	\$250
T-SHIRT SPONSOR	<input type="checkbox"/>	\$100
TOTAL DUE		\$ _____

Please make checks payable to:
 Downtown Lakeland Partnership

Or pay by credit card online at
www.brewzcrewz.com

For more information, please call Jessica Whitehouse at
 (863) 577-4629 or jwhitehouse@spcaflorida.org.

IMPORTANT

Please submit your logo in both jpeg and/or eps vector
 format to jlawson@spcaflorida.org to ensure your logo is
 placed on t-shirt and marketing material.

www.brewzcrewz.com

TERMS & CONDITIONS

- All reservations are final - Sponsor Registration deadline March 1, 2015
- Sponsorship is offered on a first come, first serve basis
- This is a rain or shine event
- Sponsor will be added to all print media immediately after contract is signed and payment is received per sponsorship level by March 1, 2015.
- Portion of the proceeds will benefit SPCA Florida, a 501(c)(3) nonprofit.