



Blackburn Beer Festival 2017!

To whom it may concern,

Blackburn Beer Festival is back!

After the success of 2016, the Blackburn Beer Festival is back for its fourth year, in aid of Blackburn Youth Zone. The festival idea was originated by a small number of local business people who wanted to bring a festival to Blackburn, after seeing similar events being hugely successful in other towns. Bowland Brewery has joined forces with Blackburn Rugby Club and will deliver an amazing Beer Festival in Blackburn. Come down to enjoy a mouth-watering bank holiday, whilst receiving a variety of benefits for your company.

Blackburn Beer Festival is held at Blackburn Rugby Club, with over 1,500 people expected to visit the festival over the three days, where they can sample up to 60 terrific ales from a variety of breweries. The organisers have chosen the charity Blackburn Youth Zone to benefit from the event, where proceeds from the festival will be used to benefit young people in the town.

Festival Sponsors

Confirmed headline sponsors are, Totally Wicked, Farleys Solicitors and Webbox.

This year we are proud to announce that our brewery sponsor will be Bowland Brewery.

This festival presents excellent opportunities for local businesses to get involved. Our media partner, Lancashire Business View will be promoting the festival extensively and we are expecting significant media interest.

Festival sponsors receive a variety of benefits whereby your company will be positioned alongside a highly publicised event attended by more than one thousand people.

All corporate sponsors are given complimentary tickets to the Sponsors' Event - a special festival preview event held exclusively for sponsors and their guests before the festival opens to the public. This event is a great opportunity to bring your customers, clients or employees to enjoy a pint or two of your beer and network with other sponsors.

The Sponsors' Event will begin on Friday 28th April from 12pm - 5pm, after which the festival will then be open to the public at the following times:

Friday 28th April	from 5pm - 11pm *
Saturday 29th April	from 12noon - 11pm *
Sunday 30th April	from 12noon - 11pm *

*Closing times may be extended

Entry to the festival is just £5 which includes, a glass, programme and pen.

If you feel this is something you would be interested in getting involved with please fill out the booking form on the back of this letter and post it back no later than **Monday 20th March 2017** to the below address.

If you would like more information or have any questions please contact Laura Phelan, Events and Stewardship Manager, 01254 292000 or email laura.phelan@blackburnyz.org.

Yours sincerely

Laura Phelan
Blackburn Beer Festival
Blackburn Youth Zone
Juliee Street
Blackburn
BL1 1EP



Blackburn Beer Festival 2017!

Thank you for supporting the Blackburn Beer Festival 2017 taking place at Blackburn Rugby Club on Friday 28th and 29th April and 30th April. By filling out this form you have committed to sponsoring the Beer Festival and agree for Blackburn Youth Zone to use your details for invoices purposes.

If you **do not** wish for Blackburn Youth Zone to contact you with other information please tick

All corporate sponsors are given complimentary tickets to the Sponsors' Event - a special festival preview event held exclusively for sponsors and their guests before the festival opens to the public.

When: Friday 28th April from 12pm. Guests are welcome to stay as long as they wish and the festival opens to the public at 5pm.

Who will be there: Up to 350 festival sponsors and their guests.

What will I get: Complimentary tickets to the event including buffet, pint glass, programme and pen.

Ways in which you can sponsor the Blackburn Beer Festival 2017 are listed below:

Sponsorship Package	Price	What you get	Please tick
Barrel Package	£195	Your company name on a barrel of beer 2 x complimentary tickets to the Sponsors' Event Listing in the festival programme.	
Gold Barrel Package	£265	Your company name on a barrel of beer. Minimum of 4 x complimentary tickets to the Sponsors' Event and a half page advert in programme.	
Glass Sponsor	£600	Your company name on 750 pint glasses, minimum of 3 x complimentary tickets to the Sponsors' Event and a full page advert in festival programme.	
T Shirt Sponsor	£600	Your logo on all staff and volunteer t shirts excluding Friday afternoon session. Minimum of 2 x complimentary tickets to sponsors session and a half page advert in the festival programme.	
Banner Sponsor	£100	Your logo on a 2m x 1m banner in the Rugby Club	
Full Page Advert	£160	Your own advert in the festival programme handed out to over 1,500 guests (A5 colour, portrait)	
Half Page Advert	£100	Your own advert in the festival programme handed out to over 1,500 guests (A6 colour, landscape)	
Extra Sponsor Ticket	£35	Extra ticket to the sponsors event on Friday 28th April 12pm - 5pm (Must sponsor one of the above to be offered extra tickets)	

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Please send an invoice to:

Name:.....

Company:.....

Address:.....

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Contact phone number:.....

Email address:.....

Signature:..... Date:.....

Please return this form to:

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