

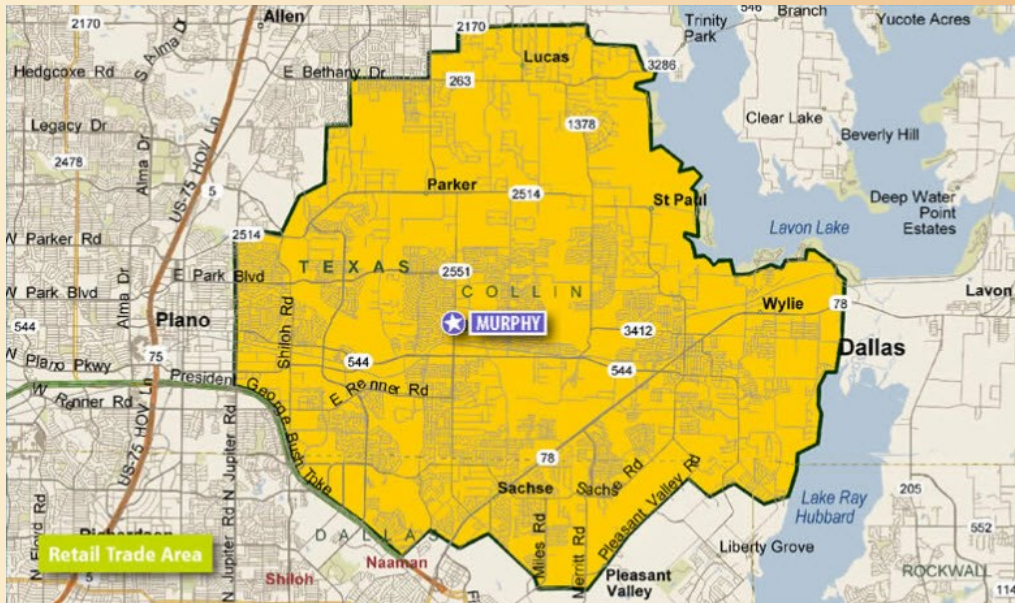
Event Sponsorship Proposal



INFLUENCE. CAPTIVATE. PERSUADE. REMEMBER.

Quick Facts About Murphy:

Average Age: 35-44	Homeowners: 95.92% of population
Average House Value: \$264,695	Median Income: \$91,163 / Hour
Average Household Income: \$133,680	Population: 20,625



* Facts and Map taken from Murphy's 2015 Retail Market Profile

Murphy, Texas:

Cities like Plano, Richardson, Allen, and Garland surround Murphy, and are Approximately less than 10 miles away. Although Murphy is small geographically compared to our neighbors, the average household income is over \$130,000 and the median age is 35 years old creating the perfect audience for many businesses. Being a small town surrounded by big cities creates a specialized marketing area.

★ **Brewvolution LLC** ★

Brewvolution LLC is well known in the DFW craft beer community. Brewvolution runs the Big Texas Beer Fest in Fair Park and the Brewers Ball in Dallas, Texas.



May 14, 2016

1-6:30pm– Event

6:30-8pm Headliner Rise & Shine

Murphy Central Park (550 N Murphy Road)

ABOUT THE EVENT:

Murphy's first annual craft beer festival will be appealing to attendees of all ages. In addition to the craft beer tasting we will have a community concert from 1-8pm including the opening act, The Zydeco Stingrays performing from 4:30-6pm, and the Headliner Rise and Shine performing from 6:30-8pm. We will have a crawfish boil and local food trucks serving up delicious food all day. Kid Zone activities will run from 1-6:30pm, and will include games, bounce houses, entertainers, and a Root Beer tasting challenge.

Craft Beer and Crawfish draw crowds from all over the DFW metroplex marketing to target geographical locations as well as a broad niche market.



MEDIA REACH

How will we promote your brand?

- Over 60,000 Print Impressions
 - Media Outlets of the Dallas Morning News & Print ads in Main DMN paper.
 - Print ads in local papers and news releases.
 - Distribution of mail outs and flyers.
- Over 102,000 Online Impressions
 - Dallas Morning News online ads.
 - Online mentions via City of Murphy social media.
 - Local magazine mentions and ads.
 - Email blast to local community.
- Onsite Impressions-
 - Brand name and logo prints on banners and giveaways.
 - Live mentions throughout the event

Who will your message reach?

- *A wide variety of people who enjoy craft beers, live music entertainment, and local festivals.*
- *Average Murphy attendees are 35 years old with families of 2 or more children with a estimated income of \$110,000.*
- *An estimated 57,000 commuters per day with pre-event marketing signs on FM 544 and North Murphy Road drawing attendees to the event.*
- *Premium marketing opportunity on the festival grounds with live mentions throughout the event reaching a broad audience.*

Marketing at Events such as
Tunes, Tails & Ales Has considerable
influence and branding potential.

We bring the consumer to you at our festival!

**Face time is important.
Get in front of your
customers for a more
personal approach to
targeting audiences.**



Sponsorship Opportunities

Main Stage Title Sponsor- \$5,000

- 6 VIP Parking Passes
- 10 Craft Beer Tent Passes
- Name Recognition in social media
- Logo recognition on print materials & sponsor banner
- Banner display by music stage
- Live mentions throughout event

Premier Sponsor- \$2,500

- 4 VIP Parking Passes
- 6 Craft Beer Tent Passes
- Name Recognition in social media
- Logo recognition on sponsor banner
- Live mentions throughout event

Associate Sponsor- \$1,500

- 2 VIP Parking Passes
- 4 Craft Beer Tent Passes
- Name Recognition in social media
- Logo recognition on sponsor banner

Community Sponsor- \$750

- 1 VIP Parking Passes
- 2 Craft Beer Tent Passes
- Name Recognition in social media
- Logo recognition on sponsor banner

Food and Beverage Tent- \$2,500

The food and beverage tent located next to the craft beer area is the center crossroads of the festival. This prime sponsorship location is a place to enjoy a drink, eat some great food and socialize. Sponsorship will include a sponsor banner in the tent and other sponsorship benefits.

Pint Sized Place Sponsor- \$1,500

This area is geared towards kid and family entertainment. Sponsoring Pint Sized Place will allow brand exposure to a high flow of traffic throughout the day. Included will be a sponsor banner located in the pavilion with other sponsorship benefits.

Food Truck Area Sponsor- \$1,000

A variety of delicious smells will attract attendees to this sponsorship location. Multiple food trucks will be lined up to satisfy any hunger. sponsorship will include a sponsor banner by the food truck park and additional sponsorship benefits.

Giveaway Sponsor- \$250-\$2,500

Price is Negotiable!

(Includes Different selected giveaways)

EMAIL US: EVENTS@MURPHYTX.ORG

SPONSORSHIP FORM

Please fill out the form below to confirm your sponsorship package. Once forms are completed please return form to Kayla McFarland, Special Event Coordinator, at kmcfarland@murphytx.org or by fax at 972-468-4163. Please contact us with and questions regarding sponsorships.

Contact Information:

Company Name

Contact Person

Contact Email

Contact Phone Number

Contact Email Address

City/ State/ Zip Code

Sponsorship Package:

Music Stage Title Sponsor

Food and Beverage Tent Sponsor

Premier Sponsor

Kid Zone Sponsor

Associate Sponsor

Food Truck Park Sponsor

Community Sponsor

Giveaway Sponsor

\$

Total Sponsorship Cost

Signature

Date

**Thank you for supporting
our festival!**

Once we receive your completed form,
event staff will contact you to discuss
arrangements, sponsorship benefits and
recognition.

Payment Information:

Please send me an invoice

I have enclosed a check made payable to the City of Murphy

I would like to pay online with my Credit Card (Please send me
the online payment information)