

16th Annual Oak Park Microbrew Review

8.19.2023

1pm - 6pm

Sponsorship Opportunities



BENEFITING



Seven Generations Ahead

Building Healthy & Sustainable Communities

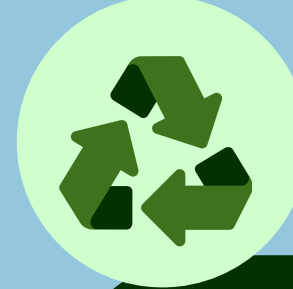


About Seven Generations Ahead

Seven Generations Ahead (SGA) – Building Healthy & Sustainable Communities.

SGA produces the Oak Park Microbrew Review to raise funds for key programs.

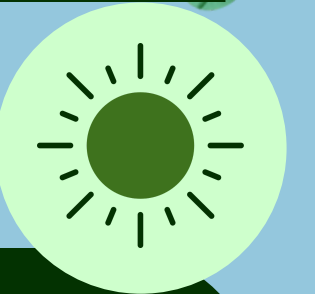
Your sponsorship supports Seven Generations Ahead's mission to help communities make tangible changes to build a healthy and sustainable future.



Zero-Waste Schools

SGA provides resources and training to schools across Illinois with the goal of increasing recycling, composting and diverting waste from landfill.

Cross Community Climate Collaborative (C4)



A collaboration with the Urban Efficiency Group and 14 mayors to drive climate, equity and sustainability outcomes.



It's Our Future

Developing future climate leaders. Students attended COP26 and 27 and lobby for environmental projects in their communities.

Illinois Food Scrap Coalition



45 municipalities have established curbside composting programs in IL (up from 30 in 2018).



About the Oak Park Microbrew Review



Celebrating 16 years as the largest zero waste (to landfill) craft beer festival in the Midwest, the Oak Park Microbrew Review intersects craft beer with sustainability.

What is Zero Waste? Our goal is to leave no impact on the environment. The Microbrew Review eliminates nearly all landfill waste through reducing, reusing, recycling and composting at on-site 'Resource Recovery' stations.



ATTENDEES

3,000+ attendees.
200+ unique IL zip codes.
8 city blocks of
celebrations!



REACH

5,000+ email addresses
35% open rate
3,500 social media followers
1,000+ post reach



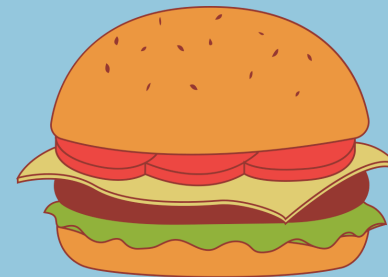
AUDIENCE

50/50 men/women
40% between ages 35 and 54
50/50 split between city and
suburban locations



BREWS

70+ craft breweries
and brewers from
across Illinois.



BITES

Local restaurants
offering up delicious
bites.



TUNES

2 live music stages, a DJ
booth, and a bagpiper to
open the fest!



Sponsorship Opportunities

See how you can get your brand in front of thousands of craft beer lovers.

Customisable sponsorship options are available too - let's talk!



Presenting Sponsor: \$25,000

- Presenting sponsor status and be referred to as such in all event materials and promotions as the “Oak Park Microbrew Review, presented by”
- Additional logo/name in premium location on event signage
- 20 VIP tickets
- Opportunity to make speaking remarks on main stage and to join festival founders to present award for Iron Brewer competition
- Logo/name on VIP tasting glasses
- Logo/name on 1,000+ event marketing material distributed throughout Oak Park and to all participating breweries
- Dedicated event e-blast and recognition in all pre-event e-blasts
- Opportunity to place promotional materials in swag bags for brewers and VIP ticket holders
- Promotion on Facebook and Instagram - 5x individual mentions
- Logo/name on event map
- Inside front cover ad placement in event program
- Opportunity to provide branded 10 x 10 tent in prime festival location
- Logo/name on event website with hyperlink to company homepage
- Dedicated sponsorship banner x 2 hung in prime location.



Platinum Sponsor: \$10,000

- 10 VIP tickets
- Logo/name on 1,000+ event marketing material distributed throughout Oak Park and to all participating breweries
- Dedicated event e-blast and recognition in pre-event e-blasts
- Opportunity to place promotional materials in VIP and brewer event bags
- Promotion on Facebook and Instagram - 3x individual mentions
- Logo/name on event map, within event program book
- Full page ad placement within event program book
- Opportunity to provide branded 10 x 10 tent in prime festival location
- Logo/name on event website with hyperlink to company homepage
- Dedicated sponsorship banner hung in prime location
- Logo/name in premium location on all event signage.



Gold Sponsor: \$5,000

- 4 VIP tickets
- Logo/name on 1,000+ event marketing material distributed throughout Oak Park and to all participating breweries
- Logo/name in pre-event e-blasts
- Promotion on Facebook and Instagram
- Logo/name on event map
- Full page ad placement within event program
- Opportunity to provide branded 10 x 10 tent at festival
- Logo/name on event website with hyperlink to company homepage
- Logo/name on all event signage.



Silver Sponsor: \$2,500

- 8 GA (early-entry) tickets
- Company logo on 1,000+ event marketing material distributed throughout Oak Park and to all participating breweries
- Recognition in pre-event e-blasts
- Half-page ad placement within event program
- Logo/name on event website
- Logo/name on event signage.

Bronze Sponsor: \$1,000

- 4 GA (early-entry) tickets
- Name on 1,000+ event marketing material distributed throughout Oak Park and to all participating breweries
- Name on event website and event program.

Friend of the Fest: \$300

- 2 VIP tickets
- Company or Individual name on website and event program.

A LA CARTE OPTIONS

Make your mark! Receive on-site exposure, logo placement on the event website and tickets to the event (amount varies based on level)



Registration Tent: \$4,000

Be the first brand attendees see! Complete corporate takeover of the registration tent plus volunteering opportunity for employees.



Volunteer T-shirts: \$1,000*

Our event would not be possible without volunteers! Add your logo to the volunteer t-shirt (200+)

*multiple opportunities available



VIP Experience: \$5,000

Takeover an area of the festival and provide a special experience to 300 VIP ticket holders, brewers and sponsors. Opportunity for speaking remarks, dedicated signage and a creative activation area. We will arrange live music, complimentary food and special brews.

A LA CARTE OPTIONS

Make your mark! Receive on-site exposure, logo placement on the event website and tickets to the event (amount varies based on level)



Wristbands/Lanyards: \$2,500

Get your logo noticed on the wristbands or lanyards of all fest goers, including brewers, bands and food vendors!



Music Stages: 1 for \$1,500, 3 for \$4,000

Our music stages are located in high visibility fest locations. Brand with flags, banners, provide a giveaway, etc.



Zero Waste Stations: \$5,000

There are 6 Zero-Waste stations in the festival. Brand with flags, company banners, provide a giveaway, etc. Supporting the zero-waste aspect of the festival also presents a great volunteering opportunity for your staff. Let's talk!



**Laura
Ford**

Event Project
Manager

Co-Founder,
On The Way
Events



**Heather
Kundert**

Event Project
Manager

Co-Founder,
On The Way
Events



**Janna
Mestan**

Event Project
Manager

Co-Founder,
On The Way
Events

MEET OUR EVENT ORGANIZERS

Get to know the team that
makes the Oak Park
Microbrew Review happen



16th Annual Oak Park Microbrew Review

We hope you'll join us for an unforgettable day of brews, bites and tunes.

Celebrating 16 years of great beer!



Contact

Heather Kundert

microbrew@sevengenerationsahead.org

(773) 531-1265

www.sevengenerationsahead.org/opmbr

BENEFITING:

