

Sponsor Packages

BI-ANNUAL PINK BOOTS SOCIETY CONFERENCE

Austin, TX

January 17 -19 2019



For more information contact:
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ABOUT PINK BOOTS SOCIETY

Pink Boots Society (PBS) is a unique non-profit organization whose mission is to "assist, inspire and encourage women beer industry professionals to advance their careers through education." PBS achieves this by providing educational opportunities in the form of scholarships, mentoring and meetings. PBS began in 2007, inspired by founder Teri Fahrendorf's 139-day gypsy-brewing road trip across the United States. During her trip, Teri discovered several women brewers who, like her, weren't aware of each other. They bonded over their love for beer, brewing, and their perspective

of the very male dominated brewing industry. Teri published her list of sixty (60) women brewers online, calling it the "Pink Boots Society," in honor of the pink brewing boots her mother-in-law had given her for her journey. In spring 2008, PBS held its first meeting at the Craft Brewers Conference; in the fall of 2008 PBS voted to apply for 501(c)(3) status, which was granted in 2013. PBS has since implemented a dues requirement for members, in order to have a stronger focus on income generation, outreach, visibility and partnerships.



ONLY ONE AVAILABLE

THE BENEFACTOR

\$10,000

- Special recognition as the Benefactor Conference Sponsor; “generously sponsored by” your company
- Five minute presentation during welcome presentation
- 8 Conference and Friday evening event VIP tickets
- 2 x 6’ skirted table and four chairs in sponsor location
- Large logo featured in [Conference program, bag insert, etc]
- Add your company brochure or flyer to event bags
- Featured Sponsor logo and web link on Conference website, homepage, and sponsor page
- Large Logo feature and company profile in program
- Featured Sponsor logo in all Conference print and online marketing communications
- Up to 5 additional Conference tickets available at discounted rate of \$75 each
- 3 custom email blasts sent to Conference attendees before or after the event on the dates of your choice
- Your logo on the reminder and thank you emails sent to all registered attendees
- Two Feature blog posts: coverage about your company’s commitment to community and Pink Boots, and your employee members on our website
- Acknowledgement of sponsor support on our front page of website for 1 year after conference date, with 300 x 250 logo and hyperlink to your website.
- Acknowledgement of sponsor support on our e-newsletter for 1 year after conference date, with logo and hyperlink to your company’s website.
- 3 tickets for CBC and GABF Pink Boots meetings
- One-year Pink Boots membership for 4 women in your company

Why PBS's Success Matters

Pink Boots Society is the only non-profit professional organization for women in the brewing industry. Since PBS's inception, the cultural landscape has changed a bit, with more women professionals in the industry and more women beer consumers.

However, women are still vastly outnumbered in the industry. The educational and conferencing opportunities PBS provides its members are critical to professional advancement and evolution of the brewing industry.

ONLY TWO AVAILABLE

PREMIER EVENT LUNCH SPONSOR

\$5,000

- Two-minute presentation to all attendees during a Conference lunch (Friday or Saturday)
- 4 Conference and Friday evening event VIP tickets
- 2 x 6' skirted tables and 4 chairs in sponsor area
- One custom email blast sent to Conference attendees after the event
- One custom email blast sent to CBC or GABF Meeting attendees after the CBC or GABF Meeting
- Large logo feature in [Conference program, bag insert, etc]
- Add your company brochure or flyer to event bags
- Up to 5 additional Conference tickets available at discounted rate of \$75 each
- Featured Sponsor logo and web link on the Conference website, homepage and sponsor page
- Featured Sponsor logo in all Conference print and online marketing communications
- Your logo on the reminder and thank you emails sent to all registered attendees
- Acknowledgement of sponsor support on the front page of our website for 1 year after event date, with 300 x 250 ad/logo and hyperlink to your company's website
- One year Pink Boots membership for 2 women in your company

Why Sponsorship Matters

Pink Boots Society continues to play a key role in both generating a strong female community within the industry and helping breweries and allied industries retain female employees. PBS exists because our ever-increasing membership believes that in this rapidly changing, constantly innovating industry, it is imperative for companies to keep diverse, outside-the-box

thinkers with strong background knowledge in their fields. Women can bring new perspectives to problems—given training and a chance. PBS aims to equip women with the knowledge they need to be competitive in the brewing industry.

PLATINUM EVENT SPONSOR

\$2,500

- 2 Conference tickets and 2 Friday evening event VIP tickets
- 6' skirted table and two chairs in sponsor area
- Small Logo feature in program
- Add your company brochure or flyer to the event bags
- Featured Sponsor logo branding and web link on the Conference website, homepage and sponsor page
- Featured Sponsor logo branding in all Conference print and online marketing communications
- Your logo on the reminder and thank you emails sent to all registered attendees
- Acknowledgement of sponsor support on the front page of our website for 1 year after event date, with 300 x 250 ad/logo and hyperlink to your company's website
- Acknowledgement of sponsor support on our e-newsletter for 1 year after event date, with logo and hyperlink to your company's website

Sponsor Benefits

PBS sponsors gain access to key players in the brewing industry, including PBS's industry affiliates and partners as well as PBS membership and their networks. Our members and volunteers are dedicated and steadfast supporters of the beer industry. They are

consumers of affiliate products as well as avid supporters of brewery colleagues. And, as mentioned above, they represent a larger portion of the brewing industry workforce.

GOLD EVENT SPONSOR

\$1,000

- 2 Conference tickets and 2 Friday evening event VIP tickets
- 6' skirted table and two chairs
- Featured Sponsor logo branding and web link on the Conference website homepage and sponsor page
- Small Logo feature in program
- Featured Sponsor logo in all Conference print and online marketing communications
- Your logo on the reminder and thank you emails sent to all registered attendees

PBS Scholarships

Founded in 2007 as an informal organization for women professionals in the beer industry, PBS became a 501(c)(3) in 2013. Since the inception of the scholarship program, PBS has awarded more than 45 scholarships to members throughout the United States, as well as the UK, Ecuador, Israel, Sweden, Canada. Our scholarships come from industry partners such as breweries, universities, and reputable online programs such as Cicerone Beer Savvy and Siebel. They reflect a wide array of professional development topics including but not limited to: brewing techniques, sensory evaluation, fermentation science, and the business of craft beer. Upon completion of their coursework, scholarship recipients become ambassadors for professional education, an increased asset to

their company, and mentors for other PBS members. In addition, PBS requires scholarship recipients to Pay-It-Forward by giving a presentation about what they learned during one of the semi-annual membership meetings. In the past three and a half years, PBS awarded, on average, one scholarship per month. We are proud to say our scholarship program doubled in 2016; we added more Cicerone opportunities, sent twice as many recipients to Germany for cultural immersion in the Bavarian tradition, granted apprenticeships to women eager for hands-on experience, and created scholarship partners with new institutions. We are on track to offer up to 24 scholarships per year.

SILVER EVENT SPONSOR

\$500

- 1 Conference tickets and 1 Friday evening event VIP tickets
- Logo and web link on Conference website sponsor page
- Small Logo feature in the program

BRONZE EVENT SPONSOR

\$250

- 2 Friday evening event VIP tickets
- Logo and web link on Conference website sponsor page
- Small Logo feature in Conference program



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In-kind sponsorships available. Can your company partner with us to sponsor a section of the event?

Donate online at:
pinkbootsociety.org/donate/

Checks may be mailed to:
24325 Armada Dr,
Dana Point, CA 92629-1306

* Full payment is due at the time of acceptance for all Sponsorship.