

# Oregon Brews & BBQs Sponsorship Request



McMinnville Area Habitat for Humanity is gearing up for its 4<sup>th</sup> Annual Oregon Brews & BBQs fundraiser, schedule for Friday, August 19<sup>th</sup> and Saturday, August 20<sup>th</sup>, in the heart of downtown McMinnville's Granary District. The 2010 two-day event was very successful, with close 7000 people from the McMinnville area, Portland, Corvallis, Albany, Salem, and as far away as England walking through the gates. We anticipate over **8000-9000** attendees over the two day event in 2011.

*The Event will feature...*

- 50-55 different Northwest beers for tasting
- Six to eight BBQ vendors
- Pacific NW Breweries
- Live music ALL DAY both days

*What do we get for being a Sponsor?*

- Advertising in newspaper, websites, posters, rack cards and more.
- Access into VIP Lounge, includes private beer and BBQ tastings.
- Special VIP lanyard to get you in and out of the event all weekend
- Festival tees
- Commemorative pint glasses
- And much more, please see attached

Our committee has an aggressive advertising, marketing, and PR campaign in place. Our goal is to capture participants who want a casual, fun, affordable atmosphere to sample great beer, eat delectable BBQ fare, and listen to fantastic music.

We are asking for your help in making next year's event another successful fundraiser. The attached document outlines the sponsorship levels and benefits. Please return the enclosed **commitment** form to the Habitat for Humanity office by May 2<sup>nd</sup>, 2011. We will make a follow up call in the near future to answer any questions you may have.

We look forward to our partnership with you in helping to make housing affordable in our community. Thank you for your continued support.

Sincerely,

Becky Fairbank  
Oregon Brews and BBQs Steering Committee Chair  
McMinnville Area Habitat for Humanity