

FEST-OF-ALE



Friday, October 18, 2013
6 to 9 p.m.

Featuring the best of the region's emerging craft beer scene

Hosted by Young Friends of the Missouri Botanical Garden

Do you want to connect with established young professionals?
BECOME THE PRESENTING SPONSOR OF THE SIXTH ANNUAL FEST-OF-ALE.

ABOUT FEST-OF-ALE

Fest-of-Ale is set in the idyllic outdoors of the Missouri Botanical Garden. Guests, primarily young professionals, enjoy appetizers, live music, and seasonal samples from a collection of microbreweries from across the region.

The success of this annual fall event mirrors the success of the craft beer market in Greater St. Louis.

At the inaugural event in 2008, Fest-of-Ale featured a single brewer and hosted fewer than 100 guests.

In 2012, 15 breweries shared their brews with over 900 guests. Interest in Fest-of-Ale 2013 suggests that the event will again set records for both participating brewers and taste-testers. Your sponsorship will help make the evening a success.

ABOUT YOUNG FRIENDS

Young Friends is a group of civic-minded professionals who are committed to creating a promising future at the Missouri Botanical Garden. They represent several of the region's Fortune 500 companies, law firms, institutions of higher learning, and the finance industry.

The Young Friends Council are dedicated leadership volunteers who have designed outreach strategies that appeal to the groups identified in popular culture as Generation X and Generation Y. Fest-of-Ale is the most popular annual event for this demographic.



SPONSORSHIP OPPORTUNITY

Young Friends of the Missouri Botanical Garden seeks \$5,000 to secure the presenting sponsor of Fest-of-Ale 2013. The Presenting Sponsor receives:

- Company name and logo featured on an electronic invitation to 50,000 Garden members and friends.
- Company name and logo listed in the Fall *Bulletin*, sent to over 43,000 member households.
- Listing as an event sponsor in the annual report.
- Company name and logo featured on the Fest-of-Ale page on the Garden's website, which receives more than 300,000 unique visitors per month, and over one million monthly page views.
- Company name and logo on printed promotional materials, including signs on Garden grounds and the tasting ballot.
- Opportunities to announce your sponsorship with your clients and customers.
- 10 tickets to Fest-of-Ale.
- 25 general admission passes to the Garden.



LEARN MORE

Questions? Contact Kristine Gruver of the Missouri Botanical Garden at corporate@mobot.org, or (314) 577-0217.



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