

Grantham CAMRA

Beer Festival Sponsorship 2009

Thank you for your interest in sponsoring Grantham Beer Festival 2009. We are keen to develop strong links with local businesses, and your help is vital in establishing the new, scaled-up beer festival as a regular feature of the local community calendar. This document provides details of the range of sponsorship packages available, as well as a pledge form. Additional copies of this document are available from www.granthambeerfestival.org.uk.

Our Festival Programme this year will take the format of a DL-size brochure, portrait orientation.

Silver Sponsorship - £30

- Quarter-page advertisement in the Beer Festival Programme.
- Listing on the Beer Festival website, with link to your own site.
- Two complimentary tickets to our Trade session.

Gold Sponsorship - £50

- Half-page advertisement in the Beer Festival Programme.
- Priority listing on the Beer Festival website, with link to your own site.
- Your company's name displayed prominently alongside a beer behind the bar.
- Two complimentary tickets to our Trade session, including two free pints.

Platinum Sponsorship - £90

- Full-page advertisement in the Beer Festival Programme.
- Priority listing on the Beer Festival website, with link to your own site.
- Your company's name displayed prominently alongside a beer behind the bar.
- Four complimentary tickets to our Trade session, including four free pints.

Terms and Conditions

While we don't want to get bogged down in small-print, it's important we all know where we stand.

1. As a non-profit organisation, Grantham CAMRA has to make sure that it does not enter into any sponsorship deals which conflict with its aims and objectives or which run contrary to CAMRA policy at the local or national level. Therefore, we reserve the right to refuse any sponsorship application, or cancel any sponsorship offer already entered into, at any time and without giving a reason. Further, we retain full editorial control over any advertisements or copy submitted for publication by Grantham CAMRA. Our liability should we invoke this clause will be limited to a full refund of any monies already paid by the sponsor in question to Grantham CAMRA in relation to sponsorship.
2. Specifically, we are unable to accept sponsorship from brewers which don't produce real ale, or pubs, clubs and bars which do not permanently serve at least one real ale. Further, we cannot publish any advertisements or copy which promote alcoholic beverages other than real ale or bottle-conditioned beers. For the purposes of this clause, CAMRA's definitions of 'real ale' and 'bottle-conditioned' will apply.
3. As standard, all artwork and copy is to be provided by the sponsor. We can create basic artwork and copy on your behalf; a £15 donation to Grantham CAMRA funds is payable for this service.
4. If the members of Grantham Business Club collectively make successful applications for a minimum of £600 in full-price sponsorship, based on all applications received no later than 30 June 2009, we will: 1) extend a 10% discount off all 2009 sponsorship fees to all members of Grantham Business Club; and 2) provide Grantham Business Club itself with a free Silver sponsorship package. You will be notified prior to the payment deadline whether the discount applies.
5. No payment is due at the time of application. All artwork and copy must reach us no later than 13 July 2009, to undergo editorial approval, and all monies due must reach us in full no later than 27 July 2009.
6. We encourage you to use your advertising space to provide money-off vouchers, especially discounts which are valid only upon production of a valid CAMRA membership card. For the avoidance of doubt, providing such offers is entirely voluntary, and Grantham CAMRA is unable to contribute towards the cost of running any such offer.

