



A celebration of craft breweries & distilleries in northern CA, the 10th annual event will feature sampling from bay area breweries and distilleries, mouthwatering burgers and sliders, gourmet snacks, art and craft vendors, and live entertainment, including **The Burger Throwdown: a burger cooking competition.**

ABOUT FREMONT

Fremont is a city that just keeps winning and has received a number of awards and accolades throughout the years including:

- 3rd Safest City in the U.S. by Wallethub
- Top 10 City with the Highest Quality of Life by Huffington Post
- 4th Most Family Friendly City in California by Estatefy
- #52 in Top 100 Places to Live in America by Livability
- #10 Happiest Mid-Size Cities in America by CareerBliss
- #3 Sharpest, Smartest Cities in America by Reader's Digest
- #2 Most Inventive City in America by The Daily Beast/Newsweek
- Happiest City in America by Wallethub

MEDIA SUPPORT

TV: We have partnered with NBC Bay Area to promote the Burger & Brew Fest with several 15 second event ads run at various times throughout the day and evening. Bay Area residents rely on NBC for the latest Bay Area news, weather, traffic, entertainment and health. It is among the most watched news channels in the Bay Area.

Print: Past Fremont festivals have been featured in many area publications such as East Bay times, What's Happening and the San Jose Mercury News.

Radio: We anticipate the support on a number of radio stations that have promoted past event such as KCBS, Alice 97.3, Live105, MOViN 99.7, KBLX.

Online: We employ many online and social media venues. Find us online at burgerandbrewfest.com, or on facebook (facebook.com/BurgerAndBrewFest), Twitter (@BurgerNBrewFest), and Instagram (@burgernbrewfest). Fremont Burger & Brew Fest is also listed on over 100 event listing websites.

FINAL THOUGHTS

We feature beer sampling from Bay Area craft breweries, craft distilleries, burgers and sliders from local food vendors, restaurants and food trucks, live entertainment, bistro style seating areas and the Burger Throwdown, a friendly grilling competition between local celebrity chefs.

Attendance is FREE! There is a fee to participate in beer and spirit sampling and tickets will available online for a pre-sale early-bird discount rate, as well as onsite the day of the event.

Don't miss this great opportunity to participate in one of the Bay Area's fun and delicious events!

FAST FACTS

CELEBRATING 10 YEARS!

- **7,500 Attendees:**
 - 21-40 years 46%
 - 41-54 years 41%
 - 55+ years 13%
- **Sex:**
 - Male 58%
 - Female 42%
- **Marital Status:**
 - Married 48%
 - Single 42%
 - Divorced 7%
 - Other 3%
- **Income:**
 - Median household income \$153,475+
 - Estimated Annual Household Spending Potential: \$2.7 billion
- **Education:**
 - 49% of adults hold a bachelor, Graduate or Professional Degree
- **Psychographic consumer segments:** Affluent, tech-savvy, highly educated, urban mentality

PAST SPONSORS INCLUDE:



Sponsorship Packages

BREWMASTER

\$20,000

Media and Logo Identification:

- Category Exclusivity: Sponsor product exclusivity. No competing brands will be allowed to participate in or be promoted by the event.
- Television (NBC11): Festival promotional spots and PSA's tagged with sponsor ID.
- Website: Sponsor logo featured on Festival website; Hot Link provided to sponsor website.
- Social Media: Selected social media posts will feature sponsor logo.
- Official Program: Sponsor logo to appear in festival program. Over 5,000 Programs distributed.

On-Site Promotional Benefits:

- Title Sponsorship of an attraction to be agreed upon between festival management and sponsor. Sponsor to provide signage.
- Booth space at the festival, size and location to be agreed upon by festival management and sponsor. Sponsor will be allowed to have prominent signage at booth. Sponsor to provide signage.
- Recognition of sponsor

LEAD BREWER

\$10,000

Media and Logo Identification:

- Television (NBC11): Festival promotional spots and PSA's tagged with sponsor ID.
- Website: Sponsor logo featured on Festival website; Hot Link provided to sponsor website.
- Social Media: Selected social media posts will feature sponsor logo.
- Official Program: Sponsor logo to appear in festival program. Over 5,000 Programs distributed.

On-Site Promotional Benefits:

- Booth space at the festival, size and location to be agreed upon by festival management and sponsor. Sponsor will be allowed to have prominent signage at booth. Sponsor to provide signage.
- Recognition of sponsor at Main Stage at various times throughout Festival.

PRODUCTION BREWER

\$5,000

Media and Logo Identification:

- Website: Sponsor logo featured on Festival website; Hot Link provided to sponsor website.
- Social Media: Selected social media posts will feature sponsor logo.
- Official Program: Sponsor name shown in festival program. Over 5,000 Programs distributed.

On-Site Promotional Benefits:

- Booth space at the festival, size not to exceed 10'x10'. Sponsor will be allowed to have prominent signage at booth. Sponsor to provide signage.
- Recognition of sponsor at Main Stage at various times throughout Festival.

ASSISTANT BREWER

\$2,500

Media and Logo Identification:

- Website: Sponsor logo featured on Festival website; Hot Link provided to sponsor website.

On-Site Promotional Benefits:

- Booth space at the festival, size not to exceed 10'x10'. Sponsor will be allowed to have prominent signage at booth. Sponsor to provide signage.
- Recognition of sponsor at Main Stage at various times throughout Festival.



The Fremont Burger, Brew & Bourbon Fest is produced by:



Fremont Chamber of Commerce
39500 Stevenson Pl., Ste. 109
Fremont, CA 94539
T: 510.795.2244

2026 BB&B FEST BURGER THROWDOWN SPONSORSHIP

BREWMASTER

\$3,500

The Burger Throwdown: The ultimate cooking competition that pits local celebrity teams against each other with the challenge of creating the most mouthwatering burger in just 1 hour.

The sponsorship fee is \$3,500. As a sponsor, benefits include:

- Sponsor posted on the Fremont Burger & Brew website.
- Social media posts identifying Sponsor as the Throwdown sponsor.
- Sponsor logo on printed materials including posters, event program, etc.
- PSA announcements of the event including Sponsor as a sponsor.
- Frequent announcements at the event thanking sponsors by name for their support.
- Opportunity for you or your designee to judge the contest.
- Opportunity for you or designee to award trophy to winner.

A portion of each sponsorship will directly fund a \$250 donation to the Burger Throwdown winner's charity of choice. Your participation not only showcases your brand but also demonstrates your commitment to supporting the Fremont community and the causes that matter to our local leaders.



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