

SEPTEMBER 14, 2019

12:00 PM - 6:00 PM/MDT

[www.suavefest.com](http://www.suavefest.com)

# Suave

FEST / v1.0

Sponsor Package





PRESENT

## The 1st Latino Craft Brew Festival - SUAVE FEST v 1.0.

Raíces company grounds at Steam on the Platte, Sept 14, 2019

Suave Fest is the first craft beer festival in the country celebrating Latino craft breweries, brewers, beers community and culture. This first year, a wide variety of craft beers will be featured from several Latino-owned craft breweries from around Colorado.





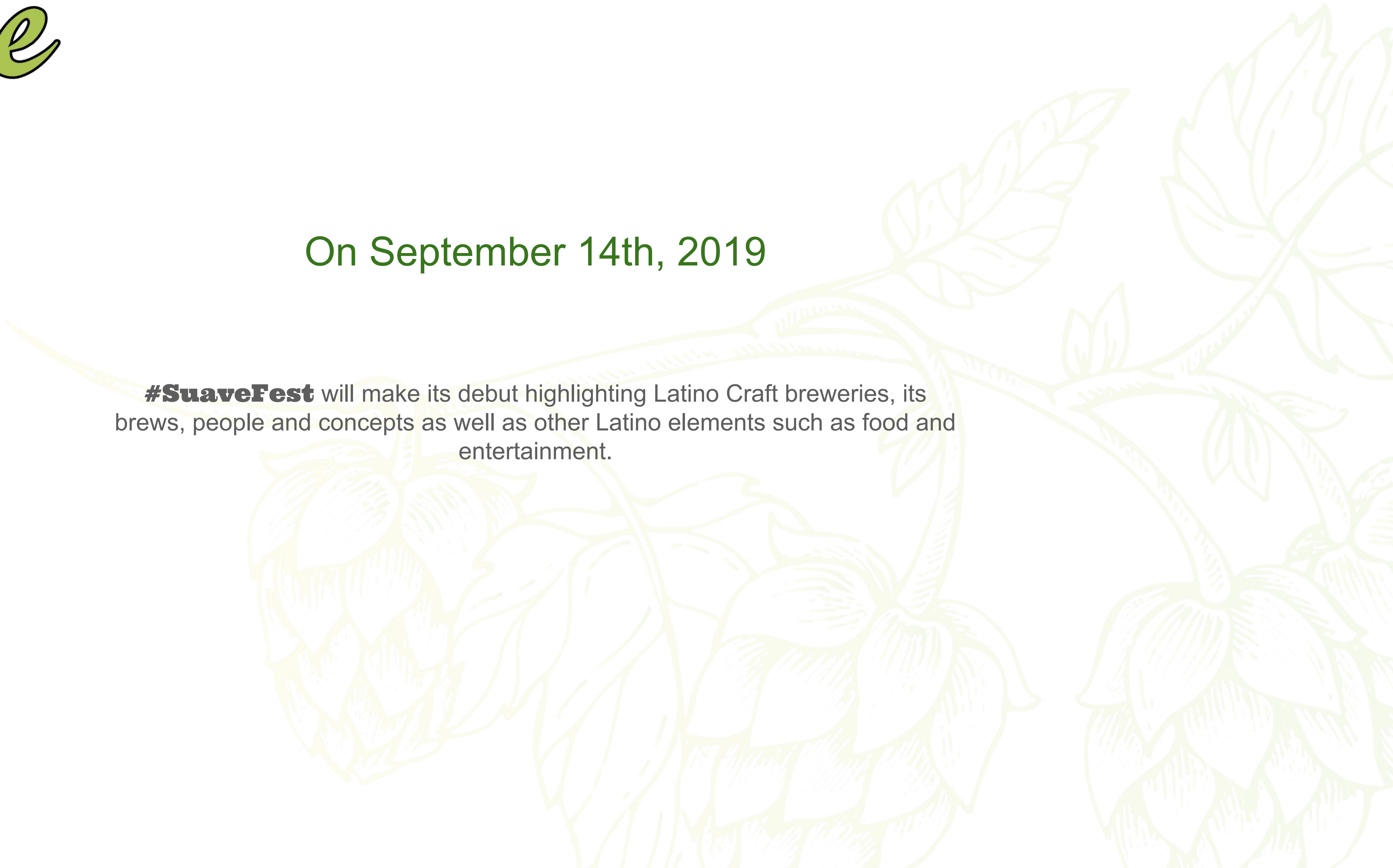
CELEBRATING LATINO COMMUNITY,  
CULTURE & CERVEZA.





On September 14th, 2019

**#SuaveFest** will make its debut highlighting Latino Craft breweries, its brews, people and concepts as well as other Latino elements such as food and entertainment.







## What inspired Suave Fest?

There are over 7,450 craft breweries in the U.S. according to 2018 numbers from the Brewer's Association. According to Nielsen, Latinos make up 21% of the craft beer consumer market, yet research shows that Latinos are less than 1% owners. Inspired by this, we created an event that highlights underrepresented talent and contributions of Latinos in the craft beer industry.





## About Steam on the Platte?

**#SuaveFest** will take place at Steam on the Platte, home of Raices Brewing Co, Lyft headquarters, Girls Inc, and Turner Construction. Steam on the Platte is an architectural wonder and winner of the 2018 Mayor Design Award.

Steam on the Platte is right next door to the Denver Broncos, Mile High Station and the highly anticipated Meow Wolf.



Participating Latino brews





The background features a soft, watercolor-style illustration. In the upper left, a bright sun with long, thin rays shines across a pale yellow sky. Below the sun, a hop vine with several hop cones (hops) is depicted in a light green, sketchy style. The overall color palette is warm and natural, dominated by yellows and greens.

## Sponsorship Options



## Bronze SPONSOR

\$1,000

**Company name placement in:**  
Handouts, website, program and  
social media channels

**10'X10' booth space**

## Silver SPONSOR

\$2,500

**Small logo placement in:**  
Handouts, website, program,  
social media channels  
and newspaper ads

**Main stage banner (Small logo)**  
**Street banner (Small logo)**

**10'X10' booth space**

## Gold SPONSOR \$5,000

**Large logo placement in:**  
Handouts, website, program,  
social media channels  
and newspaper ads

**Main stage banner (Medium logo)**  
**Street banner (Medium logo)**

**10'X10' booth space**  
(High visibility area)

**Stage brand-mentions**  
throughout the day

## Platinum SPONSOR

\$10,000 (2 available)

**Exclusive main stage banner (Large logo)**

**Large logo placement in:**  
TV, Radio spots, handouts, website,  
program, social media channels  
and newspaper ads

**10'X10' booth space**  
(Near stage)

## Diamond SPONSOR

\$20,000

**Category Exclusivity (Highest level)**

**Extra large logo placement in:**  
Handouts, website, program, social media channels  
and newspaper ads

**Constant brand-mentions** on all stages

**Media mentions**  
Press releases, TV, Radio spots, newspaper  
and magazine interviews

**20'X10' booth space** (Highest visibility preference)

**Stage time**  
Up to 5 minutes and the honor of presenting  
the main act

FOR ADDITIONAL INFORMATION, PLEASE VISIT  
SUAVEFEST.COM



The background features a stylized illustration of a sun in the upper left corner, with long, thin white rays extending across the frame. The sun is depicted with a bright yellow face and a green outline. Below the sun, a hop vine with several green hop cones is visible. The entire scene is set against a light yellow background with soft, watercolor-like textures. The text "Other Sponsorship Opportunities" is centered in the middle of the image.

## Other Sponsorship Opportunities





## Main Media Sponsor

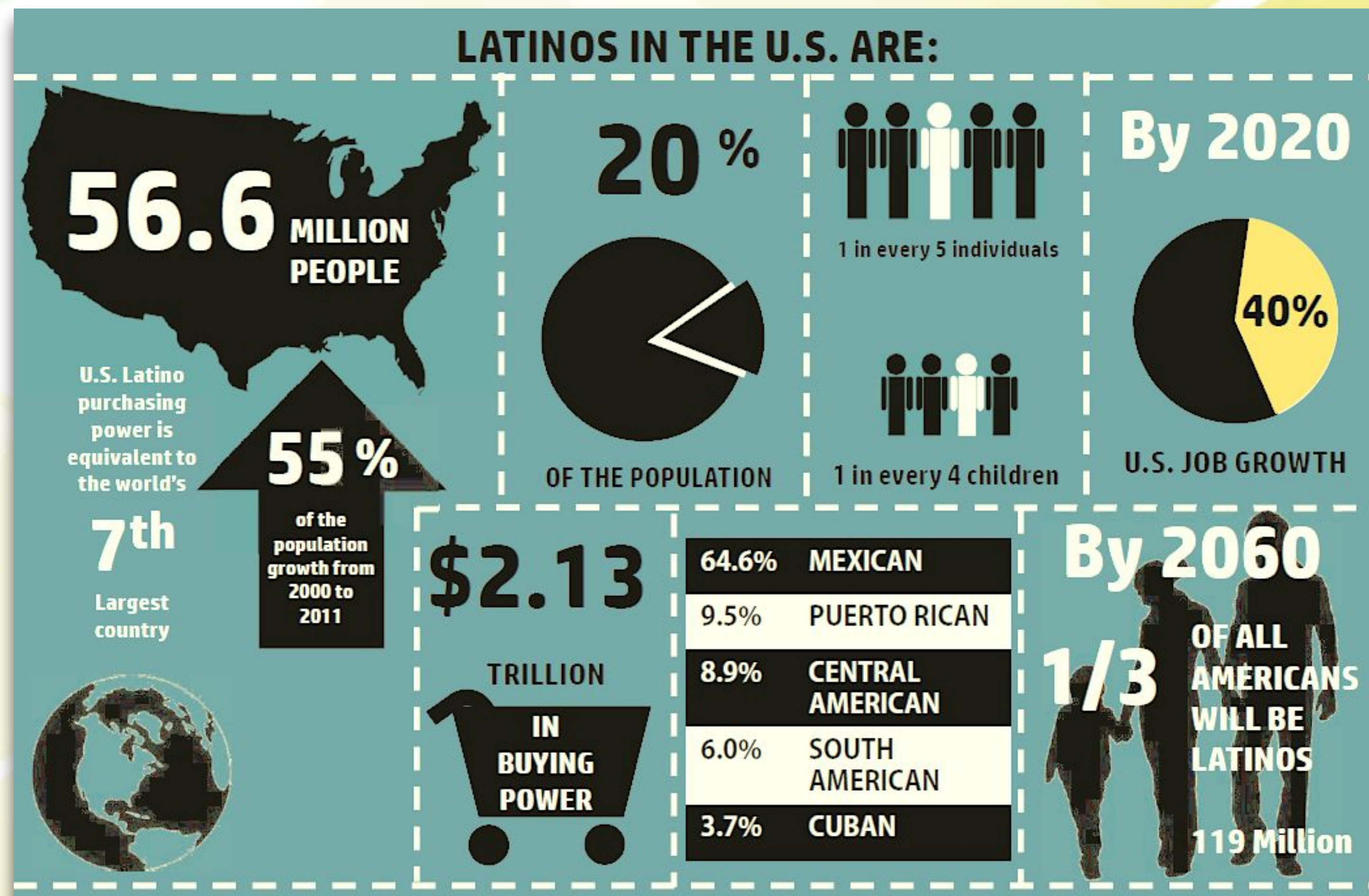
Telemundo will be Suave Fest's V1.0 main media sponsor. This partnership is key to the festival's awareness and advertising. With Telemundo's commitment, **#SuaveFest** will have great presence in the region through Telemundo's vast programming and added value. We look forward to taking Suave Fest, in its first edition, to new, and very exciting places.





# Market Research









## Latinos in Colorado are:

**Consumer Spending**

**\$18.4B** in 2016

**\$29.8B** by 2024

**Average HH Income  
in Denver Metro Area**

**\$61,833**

**53%** Homeowners

**17%** College Graduate

**Hispanics in Denver Metro Area  
represent 21.3% of ttl CO pop**



## Television

**#SuaveFest** partners with TV media providers to bring you information about the Festival in the form of news features and stories, commercials, and highlights on their webpages and social media channels

## Print

**#SuaveFest** has partnered with various print media to offer impactful media placement throughout the state

## Radio

Various radio stations committed to bring entertainment and advertising (several weeks ahead of the event) to their wide-reaching audience.

(RADIO STATION PARTNERS GO HERE) will run several promos to the community of the upcoming festival. They will also do a feature on their weekly program to announce the event.

KGNU is also a proud supporter of **#SuaveFest** v 1.0 and will announce the event via radio shows and their online media.

## Digital and Social Media

Google search engine lists **#SuaveFest** on the first page via a general search of the words “**Colorado Latino Craft Beer Festival.**”

Other website promotions included a media sponsor, LatinLifeDenver.com. Their homepage banners provided 200,000 total impressions from three different links that featured images, an entertainment and video link, and an e-newsletter link for the event.

Best event LatinLifeDenver.com



The background features a soft, watercolor-style illustration. At the top, a bright yellow sun with long, thin white rays shines across the sky. Below the sun, a hop vine with several green hop cones and leaves is depicted in a light green, sketchy style. The overall color palette is warm and natural, dominated by yellows and greens.

## Marketing Opportunity



## The Artwork







THE FIRST LATINO  
CRAFT BEER FESTIVAL IN THE COUNTRY!

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Become a sponsor, email: [HelloSuaveFest@gmail.com](mailto:HelloSuaveFest@gmail.com)

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