

Liverpool CAMRA Sponsorship Media Pack

Liverpool Beer Festival

MerseyAle

Liverpool Cask Ale Pub Map

Version 4.4



Liverpool Beer Festival

Held in February

Lutyens Crypt, Metropolitan Cathedral, Brownlow Hill, Liverpool L3 5TQ

Thank you for taking this opportunity to look into the benefits of advertising your organisation and its products to our customers.

As a festival we annually exceed a guest attendance of 3,600. This is in addition to volunteers and those attending the trade session on Thursday afternoon.

Those attending stay for an average of three and a half hours. The festival does not have a standard one-size-fits-all customer and as such is great for most businesses be they local, regional, or national. Our tariff prices can accommodate most business marketing budgets.

Whilst we are offering the items below and are also open to suggestions as to other advertising you may have in mind, please do get in touch to discuss your requirements.

During the festival advertising will be up from noon on the Wednesday to 11pm on the Saturday.

We are able to offer the following types of advertising:

- Brewery Bar Sponsorship
- Brewery Spotlight
- Glasses
- Volunteer T-Shirts – SOLD OUT
- Beer Tokens
- Festival Guide Advertising
- Cask Sponsorships
- Trade Ticket Sponsor
- Stall

Please note: all sponsors will be included on the Festival website under the sponsor's page as well as regular mentions on our social media channels.

Liverpool Beer Festival is run by Liverpool CAMRA (Campaign for Real Ale)

www.liverpoolbeerfestival.org.uk

Liverpool Beer Festival is a registered trademark of Liverpool CAMRA

Brewery Bars 8 Firkin

We will purchase 4 Firkins or equivalent from you (We order 8 and pay for 4***). Although we reserve the right to select all the beers, you have the freedom to nominate which of the selected beers that will be provided free of charge.

Your beers will on a hand pull on a brewery bar. Liverpool Beer Festival provides bar and dispensing equipment. Your own banners will be placed on the front of the bar and above stillage****. Full page advert will be placed free of charge in festival programme. You will be highlighted as a Brewery Bar Sponsor.

You will receive 4 Complementary tickets* to one of the sessions. If you have a preference as to which session you would like, please let us know as early as possible as availability for all sessions is limited and some are much more popular than others.

There is an opportunity for your own staff to work behind your bar giving them the chance to promote your beers**.

*Complementary Tickets need to be claimed before 10th January, so any spares can be released for public sale. The numbers of tickets for each session are limited so please ensure you inform us of your preferred session as early as possible or Thursday Evening will be offered. If you choose Thursday evening, you will have the opportunity to stay behind after the trade session. After the trade session the bar will be closed, but you will have the opportunity to take your drinks into a closed off area in the Concert Hall.

**Staffing arrangements need to be confirmed with the Staffing Officer.

***There is the option to secure adverts in MerseyAle through reducing the number of Firkins we pay for. See page on MerseyAle.

****Banners for display above stillage needs to be delivered either with the casks or on/ before the Saturday of set up.

Brewery Spotlight 3 Firkins

Aimed at breweries that do not have the range to sponsor a bar.

We will purchase 1 Firkin or equivalent from you (We order 3 and pay for 1***). Although we reserve the right to select all the beers, you have the freedom to nominate which of the selected beers that will be provided free of charge.

Your beers will on a hand pull on a brewery bar. Liverpool Beer Festival provides bar and dispensing equipment. Half page advert will be placed free of charge in festival programme.

Sponsorship Media Pack

You will receive 4 Complementary tickets* to one of the sessions. If you have a preference as to which session you would like, please let us know as early as possible as availability for all sessions is limited and some are much more popular than others.

Glasses £ By negotiation.

The cost of producing glasses have increased over the last few years. We currently use a single colour to reduce costs. If you are interested in glass sponsorship, please let us know so we can discuss options.

Volunteer Shirts £800 for 1 sponsor (SOLD OUT)

Option for costs to be shared with 3 sponsors at £300 each

Worn by the 120 volunteers who help to organise the festival, your brand would be associated with the large team of people that help to make the festival a success. 1 T-shirt is given to each volunteer.

Different coloured T-shirts, with same design, are also available for purchase by the public, many of whom will wear these around town after the festival.

T shirt Sponsors listed on the back of all the volunteers' festival T shirts and the T Shirts sold to punters.

Beer Tokens £ By negotiation.

Seen and used by all 3600 visitors over all 3 days – a prime sponsorship position.

Festival Guide Adverts £150 (or 2 Firkin's*) for a full page

or

£80 (or 1 Firkin*) for half a page

* Although we reserve the right to select all the beers to be delivered, you have the freedom to nominate which of the ordered beers will be provided free of charge.

With only 13 pages of advertisement available, each advertiser will be seen by over 3600 visitors plus nearly 100 staff members when they consult their festival guides.

Full Page £150/ 2 Firkins (up to 7 Complementary Tickets any session) **

Half Page £80/ 1 Firkin (up to 4 Complementary Tickets any session) **

Inside Front Cover £150/ 3 Firkins (Up to 7 Complementary Tickets)**

**Complementary Tickets need to be claimed before 10th January, when spares will be released for public sale.

Festival Guide Adverts – Back Page £190 full page advert.

A prestigious position for this guide, an option to a full back cover advertisement is available. This will be seen by more than 3600 festival visitors.

You also receive up to 7 complimentary tickets*

*Complimentary Tickets need to be claimed before 10th January, so any spares can be released for public sale. The numbers of tickets for each session are limited so please ensure you inform us of your preferred session as early as possible or Thursday Evening will be offered. If you choose Thursday evening you will have the opportunity to stay behind after the trade session. After the trade session the bar will be closed, but you will have the opportunity to take your drinks into a closed off area in the Concert Hall.

Cask end Sponsorship & Quarter Page Advert £50

Ideal for non-beer related businesses. £50 gets your name/logo on or above a cask end. The beer selected will be chosen by the festival organiser to ensure maximum publicity for you. You will also get a quarter page advert in the Festival Programme.

2 x Stalls £150***

We provide a 2' x 3' Trestle Table. Location by the main door in Concert Room. You will shown on floor plan in festival programme and mentioned on website.

*** For Stalls we require payment in advance.

Contact

If you are interested or wish to discuss these further please email

sponsorship@liverpoolbeerfestival.org.uk

MerseyAle

Liverpool & Districts CAMRA branch produce a magazine, "MerseyAle", celebrating Cask Ales, Pubs and Breweries throughout Liverpool and the surrounding areas.

We print 6,000 copies which are distributed around Merseyside pubs by a dedicated team of volunteers who keep the pubs topped up with the latest edition.

MerseyAle is also reproduced on our website

MerseyAle Adverts

Advertising rates are as follows:

Full Page £250/ 3 Firkins *

Half Page £125/ 2 Firkins *

Inside Front Cover £275

Back page £300

Note: If you prefer to have only a quarter page then please do let us know.

10% discount for payment in advance for 4 issues

If you don't have your own advert, we can produce one for you. Cost £25`

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* Payment by Firkins will need to be by prior arrangement. Once agreed the advertising brewery will need to produce a credit note which will be redeemed at Liverpool Beer Festival in February.

Contact

If you are interested or wish to discuss these further please email

adverts@liverpoolcamra.org.uk

Liverpool Cask Ale Pub Map

Liverpool & Districts CAMRA branch produce a pub map. This was updated in September 2024, showing the pubs in Liverpool City Centre selling cask ale.

This will be updated once a year and with a 12 month circulation around Liverpool City Centre and targeting visitors.

The Map is also reproduced on our website

Pub Map Adverts

Advertising rates are as follows:

Full Page £250/ 3 Firkins *

Half Page £125/ 2 Firkins *

There is a Maximum of 2 pages of adverts (2 inside)

Your pub/ brewery will also be highlighted on the map

If you don't have your own advert, we can produce one for you. Cost £25`

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* Payment by Firkins will need to be by prior arrangement. Once agreed the advertising brewery will need to produce a credit note which will be redeemed at Liverpool Beer Festival in February.

Contact

If you are interested or wish to discuss these further please email

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