



# SPONSORSHIP DECK

JANUARY 17, 2026



# COPPER STATE BEER FESTIVAL RETURNS FOR THE 5TH YEAR TO UNITE CRAFT BEER LOVERS IN ARIZONA!

The largest craft beverage and food festival in Arizona is back - highlighting the best breweries, wineries, cideries & distilleries across the U.S. The annual festival has become a flagship event where festival goers indulge in craft beverages, food culture, games, shopping, and live entertainment.

Copper State Beer Festival is brought to you by Pai Events. An event production company in support of the Craft Beverage industry and local community with over 30 years experience in event production. We pride ourselves on being the largest, best-executed social event within the local craft beverage industry. Doubling in size over the years, tracking to bring 5,000+ attendees in 2026.

The event will be promoted heavily across traditional and digital marketing channels, festival day, and pre-party events at local breweries.



*Thousands of people came together to try 250+ beers in Mesa, Arizona. Copper State Beer Festival welcomed more than 4,000 attendees in 2025, all looking to sample the best craft beverages around the world.*



# THE LARGEST CRAFT BEVERAGE FESTIVAL IN ARIZONA!

PREMIUM BEER, WINE, SPIRITS, FOOD TRUCKS, AND LIVE ENTERTAINMENT FROM LOCAL ARTISTS



**110+ ALCOHOL VENDORS**  
**40+ RETAIL/MARKET VENDORS**  
**25+ FOOD TRUCKS**  
**15,000+ ATTENDEES OVER 4 YEARS**

**CLICK TO PLAY 2025  
HIGHLIGHT VIDEO**





## COPPER STATE BEER FESTIVAL REPRESENTS THE NEXT GENERATION OF BEER DRINKERS WHO ARE DRIVING THE MARKET

*As a younger, adventurous millennial market, they frequent bars and restaurants, and are willing to pay a higher price for a more authentic flavor. Many would strongly agree that the beer they drink is reflective of their personalities and lifestyles - experimenting with diverse flavors and taste profiles. They are eager and available to the next “big thing”, ready and willing to turn into loyal customers.*

### ATTENDEE DEMOGRAPHICS

♂ 55% MALE

♀ 45% FEMALE

 \$85,000 - \$249,000  
ANNUAL EARNINGS  
\$115K AVERAGE

### DIVERSE ETHNICITIES

 57% WHITE 7% BLACK  
25% HISPANIC 7% ASIAN  
4% N/A

### DIVERSE AGE DEMO

 12% 21-24 17% 45-54  
25% 25-34 14% 55-64  
21% 35-44 12% 65+



# COPPER STATE BEER FEST REACH & GROWTH



60% EVENT ATTENDEE GROWTH FROM 2022 TO 2025



CSBF 2024 SOLD OUT AT 5,000 ATTENDEES



INSTAGRAM FOLLOWING: 8K+



FACEBOOK FOLLOWING: 1.7K+



FACEBOOK EVENT PAGE: 7K+ INTERESTED



4.5 STARS ON GOOGLE



EMAIL LIST: 10K+



3.9M META IMPRESSIONS IN 2023

1.2M REACHED

9.2K CONTENT INTERACTIONS

36.7K LINK CLICKS

META 2 MONTHS PRIOR

592,767 VIEWS

25,111 ACTIVITIES (+1,570% FROM PREVIOUS PERIOD)

19,027 PROFILE VISTS



51,985 WEBSITE SESSIONS

39,152 UNIQUE VISITORS

(2 MONTHS PRIOR)



# SPONSOR OPPORTUNITIES

*CUSTOM PACKAGES  
PRICE VARIES BASED ON CLIENT NEEDS*

**HEADLINER SPONSOR**

**GLASSWARE SPONSOR**

**BOOTH SPONSOR**

**TICKET SPONSOR**

**MERCHANDISE SPONSOR**

**WATER SPONSOR**

**GAME ZONE SPONSOR**

**LOUNGE SPONSOR**

**PHOTO WALL SPONSOR**

**SOCIAL MEDIA**

**BANNER EXPOSURE**

**WEBSITE PLACEMENT**

**BEER BABES SPONSOR**

**MULTI-EVENT SPONSOR**





# REACH THOUSANDS OF FESTIVAL GO-ERS!

SPONSORING COPPER STATE BEER FESTIVAL PROVIDES A UNIQUE OPPORTUNITY TO GAIN THE ATTENTION OF THOUSANDS OF FESTIVAL ATTENDEES AND CAPITALIZE YOUR BRAND EXPOSURE

Our integrated packages go beyond typical consumer touchpoints, creating opportunities to engage craft beverage lovers in new and unexpected ways. Through premium activations, we collaborate to deliver meaningful and memorable experiences.

We pride ourselves on being more than your average 'beer festival.' Our attendees come for the experience, and as a sponsor, you will be front and center in the magic—leaving an impression on thousands of attendees and creating core memories for them.

Our team takes a proactive approach in helping sponsors develop activation ideas that enhance the attendee experience while ensuring their marketing objectives are met through our range of options.



*Our audience is highly engaged, giving you the opportunity to strategically target your message. This is the perfect chance to showcase your brand to the right demographic in a creative and impactful way.*



# PARTNERS AND ACTIVATIONS





# HEADLINE SPONSOR \$25,000

*\*LIMITED TO 1 SPONSOR ONLY*

## BRANDING & EXPOSURE

- Title Rights — Your brand name will be integrated into the official event title (e.g., Copper State Beer Festival presented by [Your Brand]), maximizing visibility across all promotional materials
- Dedicated Social Media & Email Features - Multiple shoutouts across festival channels
- Inclusion in Press Releases - Mentions in media outreach and promotional efforts
- Logo Placement - Featured on ALL marketing materials (posters, flyers, website, social media, email campaigns, etc.)
- On-Site Signage - Prominent placement on banners, entrance signage, and stage backdrops
- Lead sponsor on marketing materials across promotional channels (radio or TV included if applicable)
- First right of refusal for 2027 festival

## EVENT ACTIVATION & ENGAGEMENT

- Exclusive Brand Activation or Official Platinum Lounge Sponsor - A prime booth location for unique brand experiences
- Custom Product Integration - The ability to showcase a featured product
- Main stage branded banner and Welcome Banner at entrance
- Onstage 'Thank you' announcements
- (10) Gold Tickets, (10) Silver Tickets, (10) Copper Tickets and (8) Vendor Credentials
- Placement on Copper State Beer Festival Branded Staff T-shirts
- Branded swag bag for Platinum attendees (including sponsor promotional offer/gift - optional)
- Official People's Choice Voting Sponsor





# BEER BABES SPONSOR \$15,000

*\*LIMITED TO 1 SPONSOR ONLY*

## SOCIAL MEDIA & CONTENT CREATION

- Sponsored Posts: Feature your brand in our Instagram posts, reels, and stories. Posts will include engaging visuals, strategic hashtags, and brand mentions.
- Content Creation: Photos and videos showcasing your products created by the Beer Babes Family will be shared with our audience and can be provided for your use.
- Brand Ambassadorship: Beer Babes team members will wear your branded merchandise in content shared across our social platforms.
- Tagging & Hashtags: Consistent tagging of your social accounts and the inclusion of agreed-upon hashtags to increase visibility.

## EVENT EXPOSURE

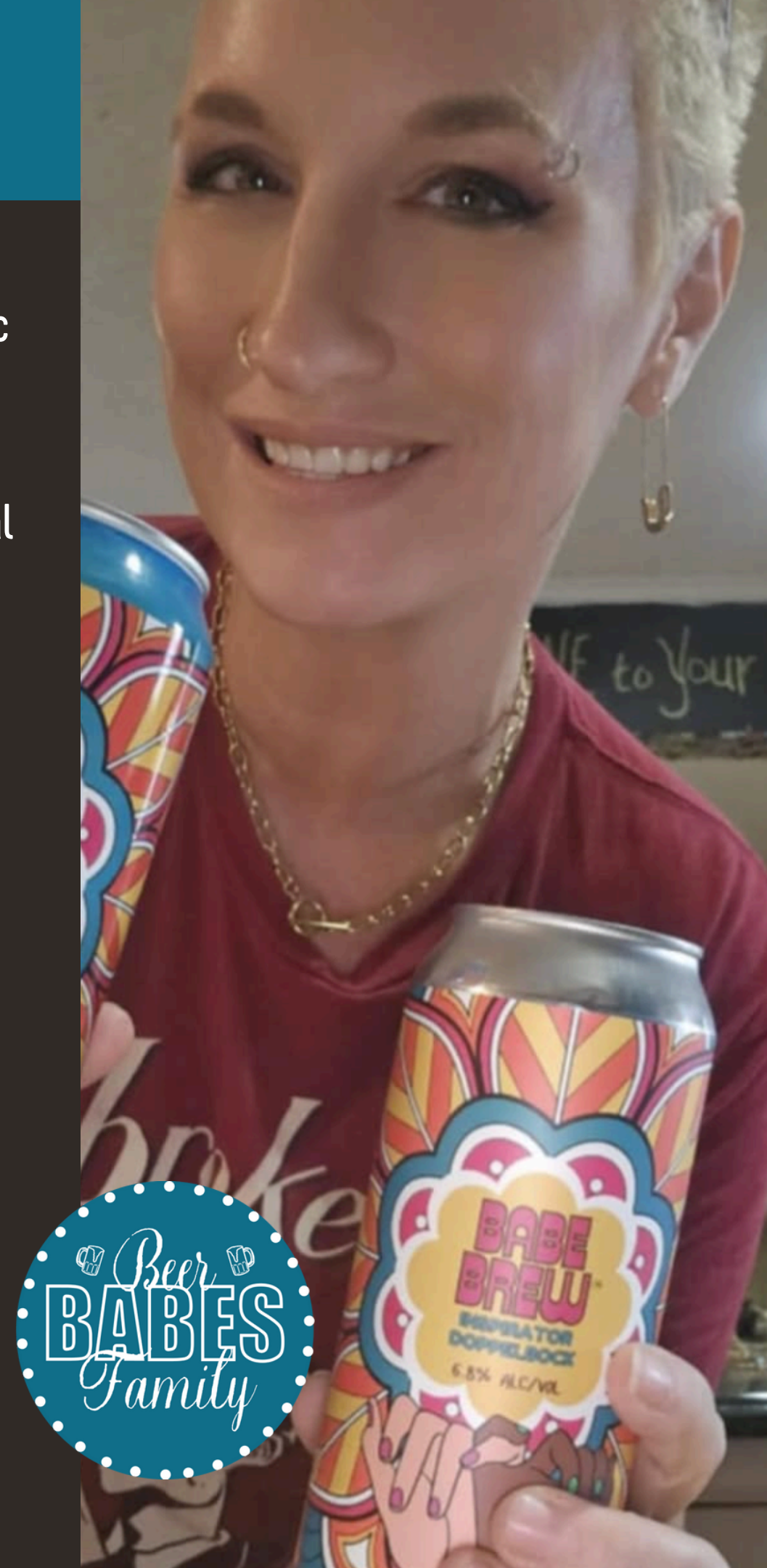
- Booth Presence: Gain a physical presence at CSBF with a branded booth staffed or promoted by the Beer Babes team.
- Interactive Activities: Sponsor-branded contests, giveaways, or photo opportunities hosted by the Beer Babes team at CSBF.
- Brand Integration: Your logo prominently displayed on Beer Babes' gear, such as shirts, hats, and signage.

## COLLABORATIVE PROMOTIONS

- Exclusive Offers: Partner with us to promote special discounts, limited-time deals, or unique products directly to our audience.
- Joint Campaigns: Collaborate on co-branded marketing initiatives that highlight your brand and its alignment with the craft beer community.

## ONLINE MARKETING

- Website Features: Highlight your brand on the Beer Babes' website, including a dedicated sponsor section and banner ads.
- Digital Ads: Sponsor-focused advertisements shared through Beer Babes' platforms, reaching a targeted audience.





## GLASSWARE SPONSOR \$10,000 *\*LIMITED TO 1 SPONSOR ONLY*

- Sponsor logo on 5,000+ Souvenir tasting glasses
- Brand Activation/Exhibition booth space — 20' X 20'
- Onstage 'Thank you' announcements
- (4) Gold Tickets & (6) Vendor Credentials
- Logo on Facebook event page
- (3) FB event page posts & (3) IG page posts/reels
- Logo included in every email and one dedicated email blast (10k+ profiles)
- Logo placement on official event website

## WATER SPONSOR \$10,000 *\*LIMITED TO 1 SPONSOR ONLY*

- Logo placement on 5,000+ water bottles
- Brand Activation/Exhibition booth space — 20' X 20'
- Onstage 'Thank you' announcements
- (4) Gold Tickets & (6) vendor credentials
- Logo on Facebook event page
- (3) FB event page posts & (3) IG page posts/reels
- Logo included in every email and on official event website





# SILENT DISCO SPONSOR \$7,500 *\*LIMITED TO 1 SPONSOR ONLY* PHOTO WALL SPONSOR \$7,500 *\*LIMITED TO 1 SPONSOR ONLY*

- Sponsor logo featured on each earpiece of 50 branded headphones
- Brand Activation/Exhibition booth space — 20' X 20'
- Onstage 'Thank you' announcements
- (4) Gold Tickets and (4) Vendor Credentials
- Logo on Facebook event page
- (2) FB event page posts & (2) IG page posts/reels
- Logo included in every email and on official event website

- Logo or design display on Photo Wall
- Prime location for photo opp and social sharing
- Brand Activation/Exhibition booth space — 20' X 20'
- Onstage 'Thank you' announcements
- (4) Gold Tickets & (4) Vendor Credentials
- Logo on Facebook event page
- (2) FB event page posts & (2) IG page posts/reels
- Logo included in every email and on official event website





## KOOZIE LANYARD SPONSOR

**\$7,500**

- Logo on 1,500+ festival cobranded koozie lanyards
- Brand Activation/Exhibition booth space — 20' X 20'
- Onstage 'Thank you' announcements
- (4) Gold Tickets & (4) Vendor Credentials
- Logo on Facebook event page
- (2) FB event page posts & (2) IG posts/reels
- Logo included in every email and on official event website

## WRISTBAND & DRINK TICKET SPONSOR

**\$5,000**

- Logo on 5,000 festival cobranded wristbands & drink tickets
- Brand Activation/Exhibition booth space — 10' X 10'
- Onstage 'Thank you' announcements
- (2) Gold Tickets & (4) Vendor Credentials
- Logo on Facebook event page
- (2) FB event page posts & (1) IG post/reel
- Logo included in every email and on official event website

## CORNHOLE SPONSOR OR "GAME ZONE"

**\$5,000**

- Repeated logo displayed on cornhole boards
- Brand Activation/Exhibition booth space — 10' X 10'
- Onstage 'Thank you' announcements
- (2) Gold Tickets & (4) Vendor Credentials
- Logo on Facebook event page
- (2) FB event page posts & (1) IG post/reel
- Logo included in every email and on official event website

## BRAND ACTIVATION BOOTH SPACE

**\$1,000**

- Brand Activation/Exhibition booth space — 10' X 10'
- (2) Vendor Credentials
- Logo included on official event website

## VIP SWAG BAG SPONSOR

**\$250**

- Insert of promotional products or offers for Platinum attendees

**\*\*OPEN TO CREATIVE COLLABORATIONS - LET'S BUILD A PARTNERSHIP THAT WORKS FOR YOU\*\***





# CONTACT US

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