

SPONSORSHIP DECK

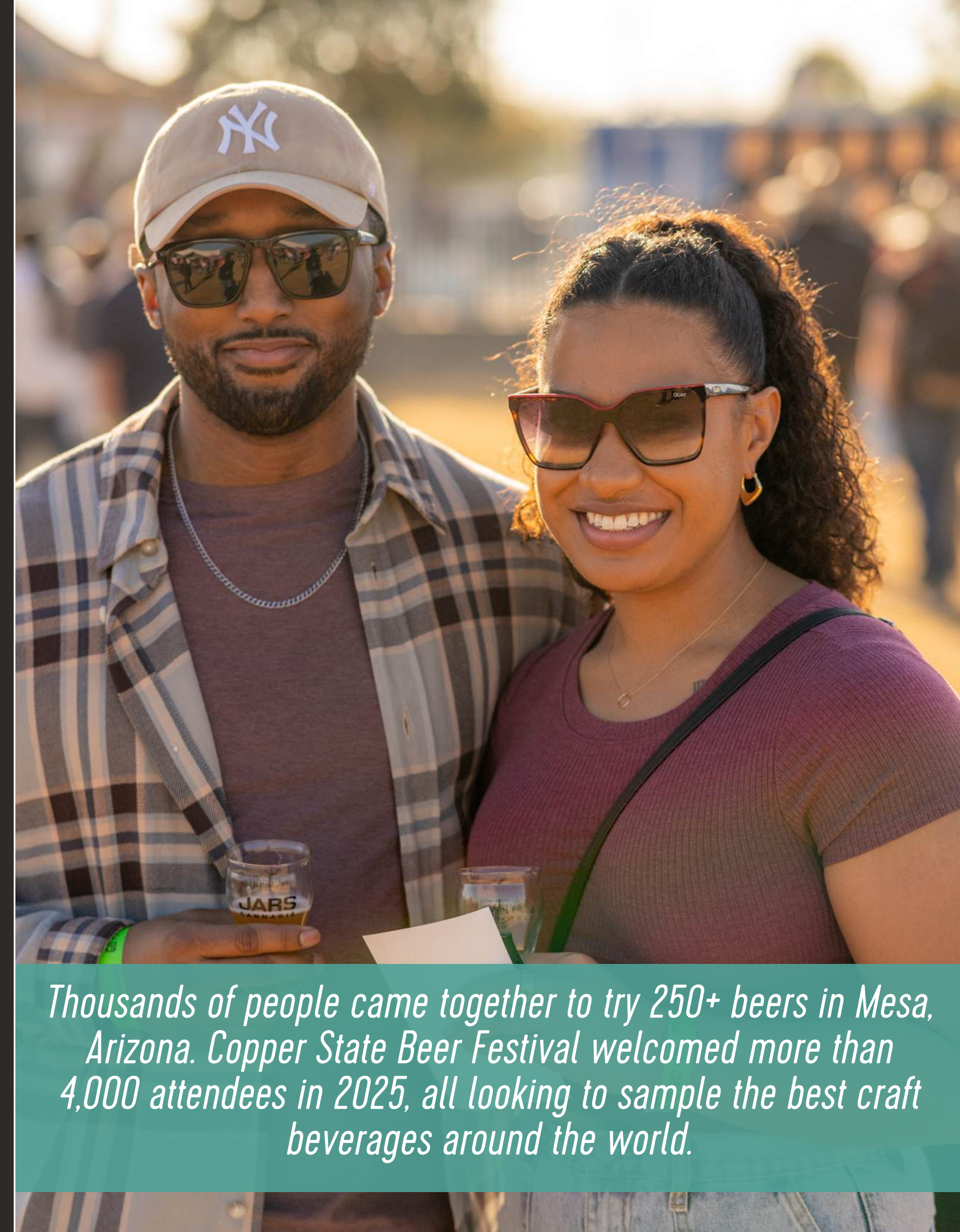
JANUARY 17, 2026

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% 18-24** **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 VISITS



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

VIP LOUNGE SPONSOR

PHOTO WALL SPONSOR

SOCIAL MEDIA

BANNER EXPOSURE

WEBSITE PLACEMENT

ACTIVATION 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

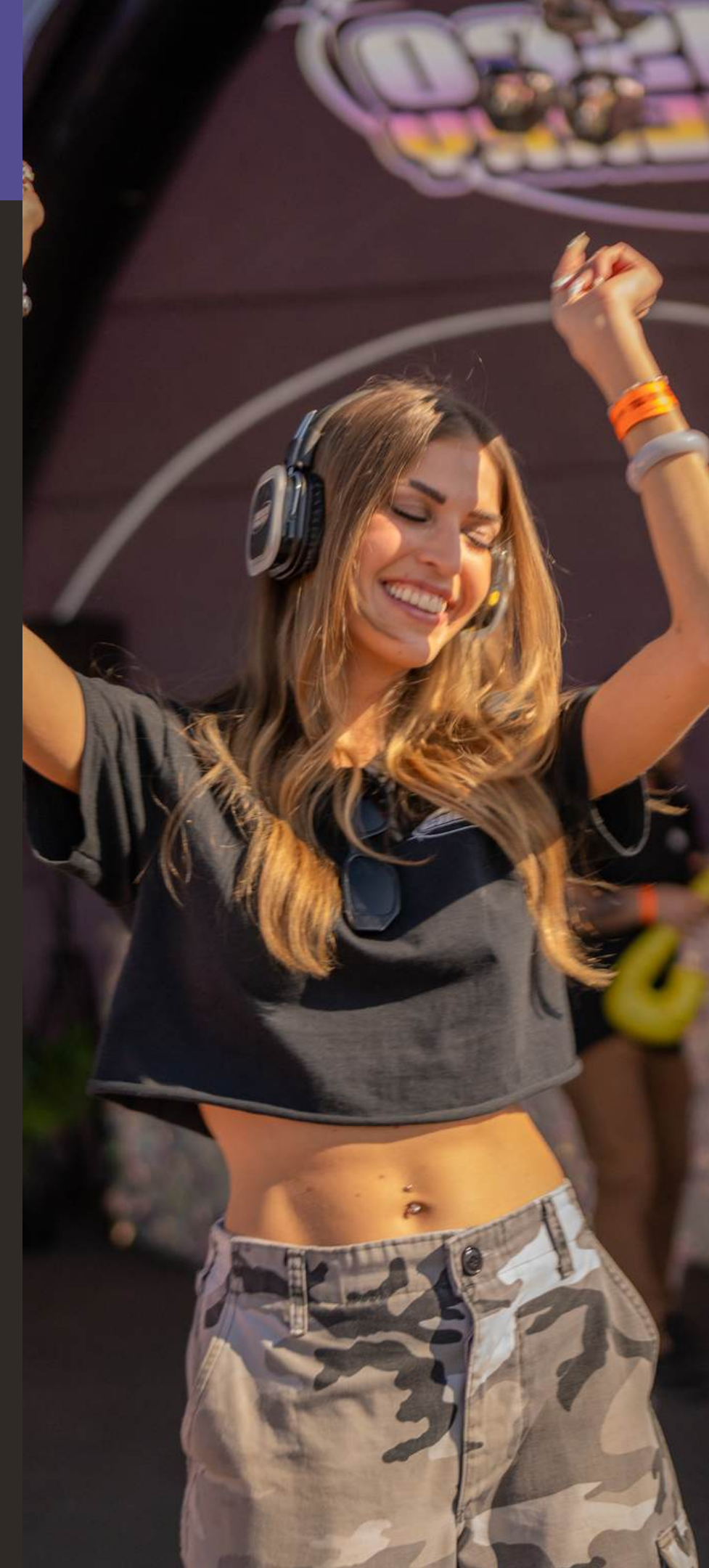
**LIMITED TO 1 SPONSOR ONLY*

BRANDING & EXPOSURE

- Title Rights – Your brand name integrated into the event title (e.g., Copper State Beer Festival Presented by [Your Brand])
- 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 material across promotional channels (radio or TV included if applicable)
- First right of refusal for 2027 festival

EVENT ACTIVATION & ENGAGEMENT

- Exclusive Brand Activation or Official VIP 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
- 30 VIP tickets and vendor credentials
- Placement on Copper State Beer Festival Branded Staff T-shirts
- Branded swag bag for VIP guests (including sponsor promotional offer/gift - optional)



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

PHOTO WALL SPONSOR \$7,500 **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
- 15 VIP Tickets and vendor credentials
- Logo on Facebook event page
- Three FB event page posts and Three IG/FB page posts and/or reels
- Logo included in every email and one dedicated email blast (10k+ profiles)
- Logo on 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
- 10 VIP Tickets and vendor credentials
- Logo on Facebook event page
- Two FB event page posts and Two IG/FB posts
- Logo included in every email and on our website



KOOZIE SPONSOR

\$7,500

- Logo on 1,500+ VIP festival koozies
- Brand Activation/Exhibition booth space- 10' X 10'
- Onstage 'Thank you' announcements
- 8 VIP Tickets and vendor credentials
- Logo on Facebook event page
- Two FB event page posts and Two IG/FB posts and/or reels
- Logo included in every email and on our website

WRISTBAND & DRINK TICKET SPONSOR

\$5,000

- Logo on 5,000 festival cobranded wristbands & drink tickets
- Official People's Choice Voting Sponsor
- Brand Activation/Exhibition booth space- 10' X 10'
- Onstage 'Thank you' announcements
- 8 VIP Tickets and vendor credentials
- Logo on Facebook event page
- Two FB event page posts and Two IG/FB posts and/or reels
- Logo included in every email and on our website

BRAND ACTIVATION BOOTH SPACE

\$1,000

- Brand Activation/Exhibition booth space- 10' X 10'
- One FB event page post and One IG/FB page post
- 4 VIP Tickets and 4 vendor credentials
- Logo included in every email and on our 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
- 8 VIP Tickets and vendor credentials
- Logo on Facebook event page
- Two FB event page posts and Two IG/FB posts
- Logo included in every email and on our website

WATER SPONSOR

\$2,500

- Logo placement on bottles
- 10' x 10' booth space
- Onstage 'Thank you' announcements
- 4 VIP Tickets and vendor credentials
- One FB event page posts and One IG/FB posts and/or reels
- Logo included in every email and on our website

VIP SWAG BAG SPONSOR

\$250

- Insert of promotional products or offers for VIP Guests
- 2 VIP tickets

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



CONTACT US

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