

Beer Tasting Soirée

Fri **SEP 11** | 5–10 pm

This event is a major fundraiser for the museum. We invite local brewers and vendors to set up stalls and let attendees sample a wide variety of beers and liquors throughout the night. In 2019, we had our highest number of participants in the history of the event: 33 vendors and 460 attendees. We anticipate hosting another sell out event this year! This is a perfect opportunity for local businesses and organizations to build their brand and gain exposure through paid sponsorships with us. We want you to be part of this successful and popular event in Lethbridge.

We print a four-page full-colour booklet with information about all the drink samples available at the event. The logos or names of all event sponsors are printed on the front cover, size of the logo or name dependant on the sponsorship level.

Beer Tasting also features a silent auction. Items like gift cards, certificates and tangible items of any value are welcome for our silent auction. Receipt for retail value of the item will be provided as a donation receipt.

Event sponsors at the \$250, \$500, \$750, \$1,000 and \$2,000 levels are needed.

Title Sponsor: \$2,000

- Logo on all marketing materials, including bus shelter ads, newspaper and magazine ads, tickets, website, and social media along with “Beer Tasting, presented by [your business name here] and the Galt Museum & Archives” on all marketing materials and several websites with Calendars of Events for Lethbridge and Alberta
- Invitation to participate in all media interviews about the event
- Name on the Galt’s upcoming events TV that runs continuously during all museum hours and events
- 10 Tickets to Beer Tasting
- Logo on Sample Mug
- Logo in the Beer Tasting Booklet
- Signage at the event
- Booth at event
- Invitation to the Galt’s annual VIP/Donor party
- Admission coupons to the museum to use or give away to clients and staff
- Link on the Galt’s website
- Regular mention in the Galt’s social media campaign for the event on Facebook and Instagram

Event Sponsor: \$1,000

- 8 tickets to Beer Tasting
- Logo in the Beer Tasting Booklet
- Signage at the event
- Booth at the event

- Invitation to the Galt's annual VIP/Donor party
- Admission coupons to the museum to use or give away to clients and staff
- Link on the Galt's website
- Regular mention in the Galt's social media campaign for the event on Facebook and Instagram

Sponsor: \$750

- 6 tickets to Beer Tasting
- Logo in the Beer Tasting Booklet
- Signage at the event
- Invitation to the Galt's annual VIP/Donor party
- Admission coupons to the museum to use or give away to clients and staff
- Link on the Galt's website
- Monthly mention in the Galt's social media campaign for the event on Facebook and Instagram

Sponsor: \$500

- 4 tickets to Beer Tasting
- Mention in the Beer Tasting Booklet
- Signage at the event
- Invitation to the Galt's annual VIP/Donor party
- Link on the Galt's website
- Mention in the Galt's social media campaign

Sponsor: \$250

- 2 tickets to Beer Tasting
- Mention in the Beer Tasting Booklet
- Invitation to the Galt's annual VIP/Donor party
- Mention in the Galt's social media campaign

Receipts for marketing expenses will be provided for all levels. To arrange your support of Beer Tasting in 2020 at one of the above levels, please contact:

Chris Roedler, Resource Development and Volunteer Coordinator
chris.roedler@galtmuseum.com
403.320.4219

Eggstravaganza

Sat **APR 11** | 10–2 pm

Each year the Galt Museum & Archives welcomes over 1,000 children and their caregivers to our annual Eggstravaganza event. This event has been a part of our community for many years. This is a perfect opportunity for local businesses and organizations to build their brand and gain exposure through paid sponsorships with us. We have been able to keep this event very affordable so that all members of the community can come and meet the Easter Bunny, see our exhibits, participate in crafts and activities, and share quality family time.

Event sponsors at the \$250, \$500, \$750, \$1,000 and \$2,000 levels are needed to ensure that this event is a success.

Title Sponsor: \$2,000

- Event title on all marketing as “Eggstravaganza, presented by [your business name here] and the Galt Museum & Archives.”
- Logo and link on Galt Museum & Archives website events page
- Invitation to participate in all media interviews about the event
- Promotion of your company through all opportunities provided in the marketing plan
- 10 tickets to Eggstravaganza
- Logo on all print materials, where applicable
- Booth at the event
- Opportunity to put coupons/business cards/marketing materials into the gift bags for this event
- Invitation to the Galt’s annual VIP/Donor party
- Admission coupons to the museum to use or give away to clients and staff
- Listing in the Galt Museum & Archives Annual Report

Event Sponsor: \$1,000

- 8 tickets to Eggstravaganza
- Logo on all print material, where applicable
- Booth at the event
- Opportunity to put coupons/business cards/marketing materials into the gift bags for this event
- Invitation to the Galt’s annual VIP/Donor party
- Admission coupons to the museum to use or give away to clients and staff
- Link on the Galt’s website
- Regular mention in the Galt’s social media campaign for the event

Sponsor: \$750

- 6 tickets to Eggstravaganza
- Logo on all print material, where applicable
- Signage at the event

- Opportunity to put coupons/business cards/marketing materials into the gift bags for this event
- Invitation to the Galt's annual VIP/Donor party
- Admission coupons to the museum to use or give away to clients and staff
- Link on the Galt's website
- Monthly mention in the Galt's social media campaign for the event

Sponsor: \$500

- 4 tickets to Eggstravaganza
- Mention at the event
- Signage at the event
- Invitation to the Galt's annual VIP/Donor party
- Link on the Galt's website
- Mention in the Galt's social media campaign

Sponsors: \$250

- 2 tickets to Eggstravaganza
- Mention at the event
- Invitation to the Galt's annual VIP/Donor party
- Mention in the Galt's social media campaign

We will provide receipts for marketing expenses will to donors of all levels. To arrange your support of Eggstravaganza in 2020 at one of the above levels, please contact:

Chris Roedler, Resource Development and Volunteer Coordinator
chris.roedler@galtmuseum.com
403.320.4219