



We appreciate your
consideration of
our event

We appreciate your consideration for event support for the 15th Annual Beer Revival & BBQ Cook-off. The Beer Revival hosts over 50 breweries and 40 BBQ Teams that compete for prizes in Best Ribs and Wings Categories along with live bluegrass music on the river. This year for the first time we will be able to expand the event to over 2000 people. This event has been held on our beach at Stumptown Brewery since its inception and sells out in one day. However Mother Nature decided to take back half our beach so we are relocating the event to Monte Rio Beach. We are asking for event support to promote staying in the Santa Rosa area and taking our busses to the event. Every year we rent luxury 50 passenger busses that Natalie from Russian River Brewing Company so graciously lets us stage every year to transport our guests to the event and back. This year we will be running four 50-passenger buses and four smaller busses

Event Information Sheet

How many room nights will this event generate?

Our event books almost every room in the Guerneville, Monte Rio, Rio Nido area along with most of the campgrounds for three to four days. Also over half our guests are from outside the area and usually stay in the Santa Rosa Area and catch our busses. See our sales chart from last year

Who is the target audience for this event?

Beer enthusiasts around the United States. We attract Women and Men 35 to 65 with disposable income and will travel and stay to come to a great festival. Last year we had 1400 guests attend our event with 750 from outside the area.

What is the anticipated attendance?

This year our the Beer Revival and BBQ Cook-Off will host over 2000 guests

Attendees?

We expect 50% of our guests to reside outside the bay area as our numbers show from last year.

What is the history of this event?

The Beer Revival and BBQ Cook-Off was the brainchild of Peter Hackett the owner of Stumptown Brewery to showcase the local Breweries that at the time consisted of Russian River, Bear Republic, Laganitas, Stumptown and great local BBQ. It has grown into one of the favorite festivals for our brewers with a wait list for both breweries and BBQ teams to attend. Each year tickets go on sale the first Friday in June and we sell out that day. This event has benefited West County Services Senior Center for the past 10 years

Event Growth Potential

In past years we have been limited to our space, which can handle about 1800 total guests and vendors. With our new location we can expand the event a little each year to keep the same feel of the event that we originally created.

How does this event support or re-affirm Santa Rosa's brand.

By supporting this event Santa Rosa re-affirms its support for our local breweries and brewery tourism in Santa Rosa. As 50 % of our guests are from out of town we are able to guide them to stay locally. By taking our busses, which we can brand and having Visit Santa Rosa have a presence at the event we can, establish your brand.

Describe the community support for this event.

Currently we are partners with all of our local breweries, AJ Printing, Costco, On Tap Beer Tours, ATL Events, Sterling Limo, Beer Geeks, Beer Craft, Brew, Beer Barron, Celebrator Magazine, Craft Brewers Association, Morris Distributing, West county Services Senior Center, Forestville Youth Park and 15 years of goodwill

How will this event be funded in the future?

This event is funded by ticket sales and sponsorships with proceeds from the event to benefit West County Services Senior Center.

Describe the marketing plan for the event. What type of exposure will Santa Rosa get?

Branding on and in the busses, website, print marketing and on-site at event. We can work together to create an approach to best benefit Visit Santa Rosa

Local

Radio Advertising, Breweries, On-Site Event Marketing

Regional

Social Media, Breweries and Celebrator Magazine, Beer Festivals

National/International

Social Media, Web Site

Legally Responsible Organization?

West County Services

Sponsorship Proposal

We are proposing a sponsorship of \$6000. We would like to promote staying in Santa Rosa and taking the busses to the event.

Event Producers

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10688 River Rd Forestville CA 95436

707 217-5726

Stumptown Brewery

Deanna DeLeon

10545 River Rd Guerneville CA 95956

Attendees	703	
Orders	252	
CITY	ATTENDEES	ORDERS
Total	703	252
Alameda	4	1
Alamo	18	5
Arroyo Grande	8	3
Ashburn	2	1
Bend	4	1
Berkeley	8	2
Campbell	2	1
Castro Valley	6	2
Concord	4	2
Culver City	4	1
Cupertino	17	5
Dallas	2	1
Daly City	2	1
Davis	13	4
Fairfield	6	2
Fremont	8	3
Fresno	2	1
Grand Rapids	4	1
Hanalei	2	1
Hayward	8	3
Kelseyville	2	1
Long Beach	6	3
Los Angeles	12	5
Madera	4	1
Mesquite	4	1
Mill Valley	2	1
Millbrae	4	1
Millpitas	8	2
Mountain View	4	1
Napa	1	1
New York	10	3
Oakland	63	23
Palo Alto	1	1
Petaluma	8	2
Pittsburg	2	1
Placerville	4	2
Plano	1	1
Pleasanton	21	7
Portland	10	3
Redwood City	7	2
Rocklin	8	2
Rohnert Park	5	3
San Anselmo	3	2
San Bruno	4	1
San Francisco	166	61
San Jose	45	18
San Leandro	3	2
San Luis Obispo	8	4
San Mateo	5	2
San Rafael	3	1
San Ramon	8	2
Santa Clara	8	2
Santa Cruz	8	3
Santa Rosa	39	18
Sausalito	3	1
Scotts Valley	4	1
South San Fr	4	2
Stanford	16	4
Sunnyvale	4	1
Toulouse	4	2
Union City	7	2
Vacaville	2	1
Vallejo	8	2
Valley Stream	4	1
Walnut Creek	5	2
Yanong	4	1

