

Dogs & Brews

at the Reading Public Museum

Sunday,
May 24, 2020

SPONSOR PACKAGES

WHY?

We have created a fun event to kick off the summer for Museum supporters and animal lovers to come together to play with their pups in the beautiful Museum Arboretum. By supporting "Dogs & Brews," you are not only supporting The Museum, but you are also supporting the Animal Rescue League of Berks County, local businesses, and local breweries!

Proceeds benefit The Foundation for the Reading Public Museum and the ARL of Berks County.



500 Museum Road
Reading, PA 19611
610.371.5850

Sunday, May 24, 2020 Noon – 4 p.m.

WHERE? the Reading Public Museum Arboretum, at the Stone Terrace Tent

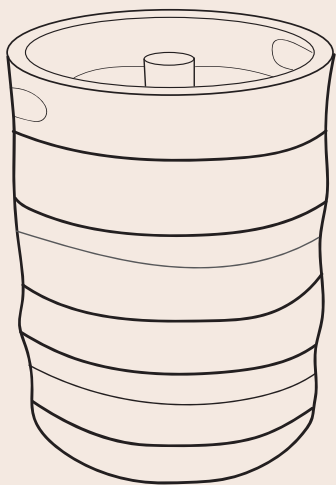
WHO? Over 500 Guests, Friends, Supporters, and Pups

-   Beer tastings provided by the following breweries: Saucony Creek, Schaylor Brewing, Pabst, Sly Fox, and more!
-   A complementary souvenir tasting glass
-   A variety of food trucks & craft vendors
-   Live Music
-   Don't love beer? — We have you covered with wine and spirits from Eight Oaks, Reading Distilling Guild, and more!
-   Shopping for handmade and homemade treats, outfits, and so much more for your pups

readingpublicmuseum.org/dogs-brews

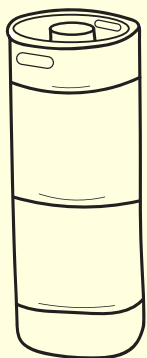
See reverse side for sponsor packages

SPONSORSHIP PACKAGES



KEG SPONSOR \$5,000 (one available)

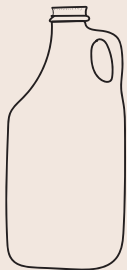
- * 12 tickets to the event with the option to set up a 10x10 (approx.) booth
- * Discounted use of a Museum gallery space for your next client event prior to May 2021
- * Exclusive ad on the Atrium Video Message Board (through Spring 2021)
- * Logo placement on all event signage
- * Logo placement on tasting glass
- * Full Page ad in the event program
- * Verbal recognition as Presenting Sponsor at the event
- * Opportunity to address event attendees—two minute max
- * Publicity in all media and printed materials relating to the event
- * Sponsorship recognition in Museum's quarterly newsletter distributed to 4,500 Members



SIXTEL SPONSOR \$2,500 (ONE LEFT!!)



- * 8 tickets to the event with the option to set up a 10x10 (approx.) booth
- * Logo placement on the Atrium Video Message Board (through Spring 2021)
- * Logo placement on event signage and 1/2 page ad in event program
- * Verbal recognition at the event
- * Publicity in all media and printed materials relating to the event
- * Sponsorship recognition in Museum's quarterly newsletter distributed to 4,500 Members
- * Listing on the Reading Public Museum website with link to your company website



GROWLER SPONSOR \$1,000 (unlimited available)

- * 6 tickets to the event with the option to set up a 10x10 (approx.) booth
- * Logo placement on the Atrium Video Message Board (through Spring 2021)
- * Logo placement on event signage and 1/3 page ad in event program
- * Verbal recognition at the event
- * Publicity in all media and printed materials relating to the event
- * Sponsorship recognition in Museum's quarterly newsletter distributed to 4,500 Members
- * Listing on the Reading Public Museum website with link to your company website



PINT SPONSOR \$500 (unlimited available)

- * 4 tickets to the event with the option to set up a 10x10 (approx.) booth
- * Logo placement on event signage and listing in event program
- * Verbal recognition at the event
- * Publicity in all media and printed materials relating to the event
- * Sponsorship recognition in Museum's quarterly newsletter distributed to 4,500 Members
- * Listing on the Reading Public Museum website with link to your company website

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at the Reading Public Museum



**Sunday,
May 24, 2020**

PAWgram Advertising!

EVENT SPONSORS

(KEG, SIXTEL, GROWLER)

Event sponsors at the **Keg, Sixtel, and Growler** levels receive a FREE advertisement in the Dogs & Brews program — the “PAWgram”!

KEG SPONSOR — Full page

SIXTEL SPONSOR — Half page

GROWLER SPONSOR — 1/3 page

PINT SPONSORS & OTHER BUSINESSES

Pint sponsors may add a 1/4 page advertisement to their package for \$200.

Vendors and businesses who may not be able to attend the event may choose to place a 1/4 page advertisement for \$200.

Each attendee (expected 500) to the event will receive a “PAWgram” featuring event sponsors, upcoming events, and more!

For complete details on sponsorship packages, please see sponsorship package sheet **OR contact** Lindsay Crist at 610.371.5850 x230 or email lindsay.crist@readingpublicmuseum.org.

Full pg

4" w X 9"h

**KEG SPONSOR
ONLY**

Half pg

3.625"w
X
4.125"h

**SIXTEL
SPONSORS
ONLY**

1/3 pg

3.625"w
X
2.75"h

**GROWLER
SPONSORS
ONLY**

1/4 pg

3.625"w
X
2"h

**PINT SPONSORS
OR
BUSINESSES**

500 Museum Road • Reading, PA 19611
readingpublicmuseum.org



PAWgram

Advertising Opportunities!

What is the PAWgram?

The PAWgram is the *Dogs & Brews* event program guide. The program features:

- Upcoming Museum events & programming
- All participating breweries & food trucks
- All pet and craft vendors
- *and* More!

Benefits of advertising in the "PAWgram"

- Presented to over 500 guests who enjoy craft beer, community events, and dining out!
- Supports The Museum and its educational exhibits and programs
- Don't have an ad? —
We can create one for you (no charge!)

About Dogs & Brews

We have created a fun event to kick off the summer for Museum supporters and animal lovers to come together to play with their pups in the beautiful Museum Arboretum. By supporting "Dogs & Brews," you are not only supporting The Museum, but you are also supporting the Animal Rescue League of Berks County, local businesses, and local breweries!

Throughout the event guests sample local craft brews, indulge on local eats from various food trucks all while visiting the booths of craft vendors, local pet shops, groomers, and treat-makers

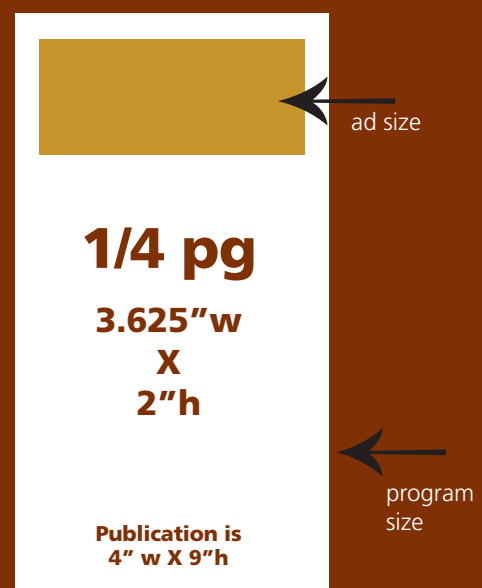
Proceeds benefit The Foundation for the Reading Public Museum and the ARL of Berks County.

All advertisements are 1/4 page for only \$200!

Advertisement commitments are due by April 24.

To advertise with us: contact Lindsay Crist at 610.371.5850 x230 or email lindsay.crist@readingpublicmuseum.org.

Looking for more ways to be involved with the event? Contact Lindsay!





PAWgram and/or Sponsorship Form

☐ YES, I would like to sponsor the 7th Annual Dogs & Brews at the following level:

☐ \$5,000 (one available)

☐ \$2,500 (one left!!)

☐ \$1,000 (unlimited)

☐ \$500 (unlimited)



☐ I would like to add on a ¼ page ad to my Pint Sponsorship for \$200

☐ I can't sponsor this year, but I would like a ¼ page ad in the PAWgram for \$200

Business Name: _____

Contact Name: _____ Phone: _____

Street Address: _____ City/State/Zip: _____

Email: _____

Total: (Sponsorship + PAWgram) \$ _____

☐ Yes, I would like the opportunity to set up a marketing table at the event

Payment (please check one) ☐ I have enclosed a check payable to the Reading Public Museum ☐ Please charge my credit card

MC ☐ Visa ☐ Discover ☐ AmEx ☐ Card# _____ EXP: _____ Security Code: _____

Signature _____

Please email this form to lindsay.crist@readingpublismurum.org **OR** print and mail to
500 Museum Road • Reading, PA 19611 • ATTN: Lindsay Crist

All sponsor donations must be received before March 27, 2020 for print recognition.

Thank you for your support.

