

Cambridge Beer Festival 2022

Sponsorship and events

Sponsoring the Cambridge Beer Festival will put your company in front of around 40,000 visitors. It will help us continue our work campaigning to protect pubs and promote real ale, cider and perry, and to keep prices down for our customers.

For further information and to make a booking, contact sponsorship@cambridgebeerfestival.com.

Volunteer T-shirts

Sponsor the T-shirts worn by volunteers throughout the festival. Your business name and logo will appear on the reverse of c.500 T-shirts. Many volunteers continue to wear their T-shirts long after the festival has ended.

Single colour print (more colours available at cost). Artwork deadline 10 April.

£6,500

Steward clothing

Sponsor the polo shirts worn by our stewarding team throughout the festival. Stewards ensure the safety of our customers throughout the festival site. Your business name and logo will appear on the front of the polo shirts. The 60 polo shirts will be used at multiple Cambridge beer festivals. The artwork specification is flexible; deadline of 3 April.

£2,000

Banners

There are multiple positions throughout the festival to display your banner.

Position	Maximum dimensions	Number available	Price
Main marquee - hung from the roof	4m x 2m	2	£2,500
Food marquee (inside)	4m x 1m	2	£1,800
Food marquee (outside, facing the garden area)	4m x 1m	2	£1,800
Outside fence, facing the skate park	4m x 1m	1	£1,250
Outside fence, facing Jesus College	4m x 1m	2	£1,250
Stillage (above beer casks)	4m x 1m	Multiple; only available to pubs and breweries in our LocAle area	£0

Beer mats

The festival places beer mats on many of the bars in the main marquee. Supply beer mats for us to use exclusively on most of the main bars throughout the week.

£3,500

Driver tokens

Designated drivers can claim soft drink vouchers to the value of their entrance fee. Sponsor these tokens (print run c.1,000) and we'll print your company's name on them, and thank you in our programme (print run c.17,000) and on social media.

£2,500

Trade session

Promote your company to the guests at our dedicated trade session. On Monday, from 4-5pm, the festival is open solely to representatives of the brewing and pub trade. We usually welcome around 500 guests, and they receive complimentary entrance tickets and drinks tokens. Exclusive sponsorship of this session will see your company name and logo on these tickets and tokens. In addition, during the session you will have stand space available in the centre of the main marquee to promote your business.

£2,500

Exhibition stand

Take the personal approach and have your own exhibition stall or stand in our food tent (limited to one stand per day).

Available: Tuesday, Wednesday, Thursday, Friday, Saturday

£750 per day

Glasses

The majority of our customers purchase a glass to use at the festival. Last year, 16,000 glasses were taken home after the event. Print your artwork on all our souvenir pint glasses.

Black or white, single position. Artwork deadline 7 March.

£25,000

Additional benefits

For the above opportunities over £500, sponsors are included on the suppliers and supporters list on our website and they'll receive six free entrance tickets. Sponsor for over £2,000 and we'll publish one tweet and Facebook post thanking you for your support.

All prices include VAT at 20%. Terms and conditions apply.