



# HOPS AND HARLEY

## 2017 Sponsorship Opportunities

Hops and Harley is an annual dog friendly festival in downtown Berthoud, CO to benefit non-profit Harley's Dream. The community event features craft beer, live music, food trucks, kids activities, dog events & demonstrations.

100% of the proceeds from Hops and Harley will benefit Berthoud, Colorado based nonprofit organization Harley's Dream, established in 2016 to create awareness and educate the public about the commercial dog breeding industry, also known as puppy mills.

With the help of our sponsors, vendors and event attendees, in 2016 Hops and Harley attracted well over 2,400 people from across the US, Canada and Scotland and raised \$25,000 for National Mill Dog Rescue.

### TIER I SPONSORSHIP (\$2,500 - \$5,000)

- Hops and Harley VIP basket
- Logo included on <http://hopsandharley.com>
- Logo included on <https://harleysdream.org>
- Logo included on Hops and Harley posters/advertising
- Space for your banner on display at Hops and Harley
- No fewer than 5 social media shout-outs
- Emcee shout-outs during the event
- 10 craft beer tickets

### TIER II SPONSORSHIP (\$1,000 - \$2,500)

- Hops and Harley VIP basket
- Logo included on <http://hopsandharley.com>
- Logo included on <https://harleysdream.org>
- Logo included on Hops and Harley posters/advertising
- Space for your banner on display at Hops and Harley
- No fewer than 3 social media shout-outs
- Emcee shout-outs during the event
- 5 craft beer tickets

### TIER III SPONSORSHIP (\$500 - \$1,000)

- Logo included on <http://hopsandharley.com>
- Space for your banner on display at Hops and Harley
- No fewer than 2 social media shout-outs
- Emcee shout-outs during the event
- 3 craft beer tickets

### TIER IV SPONSORSHIP (\$100 - \$500)

- Logo included on <http://hopsandharley.com>
- Space for your banner on display at Hops and Harley
- No fewer than 1 social media shout-out
- Emcee shout-outs during the event
- 2 craft beer tickets

Saturday, June 24th 🐾 11am-6pm

2017 Estimated Attendance: 2,800

Learn More:

🐾 [www.hopsandharley.com](http://www.hopsandharley.com)

🐾 [www.harleysdream.org](http://www.harleysdream.org)

