



## Bluebonnet Brew-Off

### 2023 Director Walter Hodges

Greetings! The Bluebonnet Brew-Off is returning once again in 2023 for its 37th year. The Bluebonnet Brew-Off is a 501(c)(3) non-profit educational organization promoting homebrewing and craft beer culture. We are the largest single-site homebrew competition in the country besides the National Homebrew Competition, attracting around 1300 entries into our competition each year. In addition, we host a home brew conference and seminar each March, attracting over 300 guests and featuring commercial and homebrew beer tastings, technical seminars, pub crawls and the competition awards presentation.

In addition to sponsoring the competition and conference event, the Bluebonnet organization is dedicated to promoting homebrewing and craft beer through sensory training and beer judge education. We sponsor training classes to teach people how to evaluate and appreciate beer, mead and cider, and to understand historical beer styles. The competition and conference events are our main source of fundraising for these educational endeavors, and are themselves key to our mission of promoting craft beer and homebrewing.

This year's event will be held on March 18, 2023, at the Holiday Inn Alliance hotel in Ft. Worth, Texas. As a non-profit, volunteer-run organization, we are looking for sponsors and tax-deductible donations to make our event a success. Some examples of how to become a part of the Bluebonnet Brew-Off include:

- **Hospitality room:** A primary feature of the conference is the opportunity to sample many types of commercial beer, and we need beer to make this happen. Our hospitality lounge runs all day on Saturday afternoon, with 8 rotating commercial taps featuring local and regional craft beers. We're looking for a variety of sixtel and 1/2 BBL kegs to feature for our attendees-- no servers or equipment required. This sponsorship opportunity is open to all breweries and distributors.
- **VIP room:** A new addition to the Bluebonnet, this is an exclusive exotic beer tasting event with a limited number of tickets available. We need 4-6 DFW-local breweries to bring some rare or exotic beer to sample for up to 100 VIP guests, along with some brewery swag to include in the VIP swag packs. Bottles/ cans or a sixtel keg works, and we'd like a brewery representative to come serve the beer and answer questions for our guests. This sponsorship opportunity is open to all DFW- area breweries.
- **Door Prize drawings:** A significant portion of our budget is raised through our door prize program, and this is driven by donations of brewery and homebrew- related merchandise. Hats, T-shirts, posters, key chains, bottle openers, beer signs, mirrors, brewing ingredients, equipment, and other promotional or point-of-sale items are much appreciated. These items also make a great thank-you gift to our talented and hard-working beer judges that select the winners from among 1300+ entries.
- **Category sponsorships:** The Bluebonnet Brew-Off awards medals in 43 different style categories of beer, mead and cider. A cash sponsorship of one or more of these styles helps defray the cost of materials and food for the judges evaluating them. Any categories which are sponsored will feature the sponsor's name with the category in the program and at the awards ceremony.
- **Log-in sponsorship:** Opening, sorting and processing 1300 competition entries of 3 bottles each is a mammoth undertaking, requiring dozens of volunteers many hours to complete. The log-in sort happens at the end of January, and we provide food and beer for the many volunteers that make it happen. In addition to recognition at the conference, a sponsor that donates food or beer for the Check-in will also receive prominent recognition at the log-in event as well. This is a good sponsorship opportunity for a local restaurant, brewery, or distributor.

- **Taster Glass sponsor:** Each attendee to our conference and seminar event in March will receive a commemorative tasting glass with the 2023 Bluebonnet logo printed on one side. Sponsoring these glasses costs \$1000, and will get your logo prominently printed on the other side. In addition, you keep any tasters that remain after the event is complete. *Only one of these sponsorships is available.*
- **Stein Hoisting sponsor:** A new component of the commercial tasting this year is the stein hoisting contest, in which participants get to see who can hold a liter stein of beer aloft for the longest time. This category sponsor will provide a half-barrel keg of beer to fill the steins, along with awards for the winners of both the men's and women's divisions. *Only one of these sponsorships is available.*
- **Cold Truck sponsor:** We're looking for a local self-distributed brewery to help sponsor our event by providing use of a refrigerated truck or van to keep our commercial and home brew beer cold during the event on Saturday. Your branded vehicle will be parked prominently outside the event throughout the day. *Only one of these sponsorships is available.*
- **Cash sponsor:** If you're not in a position to fill any of these roles but still want to help, a cash donation will always help us defray the significant expenses involved in running such a large competition and event.
- **But that's not all...:** We're also looking for vendors and merchants that may be in a position to help us with the complexities of running a large event-- and taking care of the many volunteers that make it happen. We've had many generous benefactors in the past who have helped us with entry drop off locations, providing judging space, donating printing services, providing refrigerated storage... if you're in a unique position to help us, we'd love to talk-- and to help promote your business to our guests, volunteers, and competitors.

In exchange for your generous consideration, we offer the following levels of sponsorship recognition based on the retail value of your donation:

- Benefactor >\$1000  
Full page ad in the program  
Recognition on official Bluebonnet signage  
4 complimentary full event passes  
Prominent recognition on website home page  
Prominent recognition on Facebook, Twitter and Instagram
- Patron >\$500  
Half page ad in the program  
2 complimentary full event passes  
Recognition on Facebook, Twitter, Instagram and website
- Partner >\$200  
Ad in the program  
Listed on Facebook, Twitter, Instagram and website
- Supporter >\$100  
Your logo in the program  
Listed on Facebook, Twitter, Instagram and website

Please let us know how you'd like to participate! Email contact can be found below. Here's to another fantastic Bluebonnet Brew-Off!

### **The Bluebonnet Committee**

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