

- Hometown Community Park, Verona, WI -

Saturday July 14th, 2018



Fundraiser for: ICE Inc., Verona Youth Hockey, Wildcat HS Hockey, & Learn to Skate Program

What is Hometown Brewdown?

4th Annual Hometown Brewdown Festival is a craft beer tasting event that will take place on July 14th from 2-6:00pm; located on the festival grounds in Hometown Community Park - Verona, WI.



The first 3 events featured 40 different breweries that showcased 130+ different products; and in 2017 drew over 800 attendees. Potential additions for 2018; more breweries, more vendors, VIP time (1-2pm), & a .08 Fun Run. All tickets are sold in advance. General admission tickets are \$40 which includes a souvenir glass and unlimited tasting, yards games, & free cheese tastings. Designated Driver tickets are \$10, VIP/Run Prices will be posted online. All patrons must be at least 21 years old and have valid identification to enter.

The event is again hosted by Ice Inc. (volunteer group for arena operations), Verona Youth hockey, & the Wildcat High School Hockey program.



We are very proud of the facility that we call home. Like any nonprofit group, the Ice Inc operates on a very tight budget. We are currently seeking sponsorships to help fund increasing day-to-day operating costs and much needed upgrades to the facility.

All donations are tax-deductible contributions. There are multiple levels of financial and non-financial support options ensuring that any size business or family can be a part of this historic weekend. Sponsorship information is included, as this would be an excellent opportunity for you to participate in helping hundreds of kids to skate at Verona's "hometown" Ice Arena.



Thank you for your time; hope to see you at Verona Fest!

Mike O'Brien
President
Ice Inc.

Joel Marshall
Executive Director
Verona Ice Arena

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SPONSORSHIP LEVELS

1. Title Sponsor - \$2000

- Company name/logo will be incorporated with event Promotions; (July 1st Deadline)
- On-site marketing: Table for your company @ the Event
- 4'x8' Banner in rink for one year. (\$750 value)
- Logo/Name on Fest Sponsor Signage (July 1st Deadline)
- Name on Sponsorship Banner (Displayed for 1 year)

Platinum Sponsor - \$1000

- 4'x8' Banner in rink for one year. (\$750 value)
- Logo/Name on Fest Sponsor Signage (July 1st Deadline)
- Company Logo/Name on Individual Printed Banner
- Name on Sponsorship Banner (Displayed for 1 year)

Gold Sponsor - \$500

- Signage in Game Zone/Hockey Arena
- Name on Fest Sponsor Signage (July 1st Deadline)
- Company Logo/Name on Individual Printed Banner
- Name on Sponsorship Banner (Displayed for 1 year)

Silver Sponsor - \$250

- Name on Fest Sponsor Signage (July 1st Deadline)
- Company Logo/Name on Group Printed Banner
- Name on Sponsorship Banner (Displayed for 1 year)

Bronze Sponsor - \$100

- Name on Sponsorship Banner (Displayed for 1 year)

In-Kind Contributions

Product Sponsorship levels for in-kind contributions are calculated at ½ of the estimated value of goods, gift certificates and/or services. *For example:* if you donate \$500 worth of product for the event or auction than you will be considered a Silver Sponsor. No minimum dollar amount is required to donate, smaller items like gift certificates are greatly appreciated and will be used for auction and raffle items.

Thank you again for taking the time to view the multiple options for sponsorship support. All donations are tax deductible; Ice Inc; Verona Ice Arena/Hometown Brewdown is a 501c3 non-profit organization.

Please be advised that we will be closing major sponsorship availability July 1st, 2018 giving us adequate time to include your company logo/information on print materials.

SPONSOR APPLICATION

Sponsorship Type (check one):

Company

Individual



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Contact Name:	
Company Name:	
Name to Appear on Sponsorship:	
Address:	
City, State, Zip:	
Phone:	Fax:
Contact Email:	

Sponsorship Level (check one):

Title Platinum Gold Silver Bronze

In Kind Contribution?

Yes No

<i>If yes, describe:</i>

Check Number:	Amount:	Date:
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***Please make check payable to "Ice Inc. Hometown Brewdown" & attach payment to this form.**

Please fill out this form completely and submit it, along with your check and an electronic copy of your logo (if desired) to your Nest Fest fundraising representative. Thank you for your interest and support. We will encourage our community to support you as well.

Your Fest Fundraising Representative is:

Name:	Phone:
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For More info or to Make Donations Online (Credit Card) visit: VeronaFest.org