



## 2026 SPONSOR & EXHIBITOR OPPORTUNITIES

See full Sponsorship descriptions on the following pages.

To Claim a Sponsorship, [Fill Out This Form](#)

Allied Trade Members (M) of the MNCBG get roughly 30% off the non-member (NM) price for all sponsorships. Membership costs between \$250-\$900/year. Information about joining [can be found here](#).

### MN Brewers Cup Competition & Awards

- Competition: March 4-6. Awards: April 10.
- Anticipated Competition Breweries: 90
- Anticipated Awards Attendees: 350
- Sponsorship Range: \$1,000-\$5,000



## MINNESOTA BREWERS CUP & AWARDS

### MN Brewers Conference

- Workshops: April 9. Conference: April 10.
- Anticipated Workshop Attendees: 100
- Anticipated Conference Attendees: 350
- Sponsorship Range: \$500-\$5,000



## MN BREWERS CONFERENCE

APRIL 9 & 10, 2026

WORKSHOPS

AWARDS

FULL DAY CONFERENCE

### All Pints North & Autumn Brew Review

- APN: August 1. ABR: October 10
- Anticipated Brewery Attendees: 100 each
- Anticipated Public Attendees: 5,000 total



### MN State Fair: Brewed in Minnesota

- August 27 - September 7
- Anticipated Brewery Participants: 90
- Anticipated Attendees: 200,000+
- Opportunities coming early 2026

MN's Brewing History, Culture, & Future

## BREWED IN MINNESOTA

at the MINNESOTA STATE FAIR





## MINNESOTA BREWERS CUP & AWARDS



### **Awards Presenting Sponsor + 8 Awards Tickets**

- \$5,000 (M) | \$6,500 (NM)
- Available: 1

#### **Inclusions:**

- Event will be branded "MN Brewers Cup Awards Ceremony: Presented by [Your Business Name]" in digital outlets, event materials, and event signage.
- 10 minute presentation on stage during event intermission. Details of the presentation must be confirmed in writing by MNCBG staff at least 1 month before the event.
- Your logo on the bottom corner of all Awards Certificates (with one other sponsor). Awards Certificates granted to all Bronze, Silver, Gold winners.
- 8 Awards tickets.
- Recognition on competition signage and registration website, Awards stage signage and slideshow, event website, event program, social media, post-event follow-up materials, winners' packet materials, and annual report.

### **Awards Certificate Sponsor + 4 Awards Tickets**

- \$3,000 (M) | \$3,900 (NM)
- Available: 1

#### **Inclusions:**

- Your logo on the bottom corner of all Awards Certificates (with 1 other sponsor). Certificates given to Bronze, Silver, & Gold winners.
- 4 Awards tickets.
- Recognition on competition signage and registration website, Awards stage signage and slideshow, event website, event program, social media, post-event follow-up materials, winners' packet materials, and annual report.

### **Awards Bar Sponsor + 2 Awards Tickets**

- \$2,000 (M) | \$2,600
- Available: 1

#### **Inclusions:**

- Special recognition on bar areas of the Awards Ceremony.
- 2 Awards tickets.
- Recognition on competition signage and registration website, Awards stage signage and slideshow, event website, event program, social media, post-event follow-up materials, winners packet materials, and annual report.

### **Competition Sponsor + 2 Awards Tickets**

- \$1,000 (M) | \$1,300 (NM)
- Available: 4

#### **Inclusions:**

- 2 Awards Tickets.
- Recognition on the competition website, registration site, and signage at competition drop-off.
- Logo or brand recognition on event website, event program, Awards slideshow, social media, competition communications, post-event follow-up materials, and annual report.

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# 2026 SPONSOR OPPORTUNITIES



# MN BREWERS CONFERENCE

## APRIL 9 & 10, 2026



- Workshops: April 9 - Anticipated Attendees: 100
- Conference & Exhibiting: April 10 - Anticipated Attendees: 350
- Allied Trade Members (M) get 30% off the non-member (NM) cost.

Most MN Brewers Conference Exhibitor Tables are part of Package Sponsorships (Platinum, Gold, Silver, Bronze). Package Sponsorship details are outlined on the following pages. Sponsorships that do not include an exhibitor table are listed at the end.

The Guild values transparency, especially when asking partners to invest in our events and programs. Below is a breakdown of the cost and benefits of each Package Sponsorship, to help you determine which level is right for you. All packages include the benefits of the previous tiers.

Sponsorship Pricing Breakdown	Value	Bronze	Silver	Gold	Platinum
Meals & Bev x2	\$255	<b>Total Available: 6</b>	<b>Total Available: 7</b>	<b>Total Available: 5</b>	<b>Total Available: 1</b>
Table/Chair Rental	\$60				
Biz Info sent to attendees	\$450				
Recognition, Exhibitor	\$600				
Swag Option	\$60				
Recognition, Annual Report	\$200				
Silver: Improved Recognition, Booth Placement, SWAG	\$400	<b>NonMember Cost: \$1,625</b>	<b>NonMember Cost: \$2,600</b>	<b>NonMember Cost: \$3,900</b>	<b>NonMember Cost: \$6,500</b>
Attendee Contact List	\$575				
Gold: Improved Recognition, Booth Placement	\$400				
Email to MNCBG Members (160+ Businesses)	\$900				
Platinum Improved Recognition, Booth Placement	\$1,000				
Presentation Main Stage	\$1,600				



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## **Platinum Presenting Conference Sponsor: Exhibitor Booth, Main Hallway Preferred Location + 2 Conference Registrations**

- \$5,000 (M) | \$6,500 (NM)
- Available: 1

### **Inclusions:** *(Items marked with a \*star are new or enhanced at this level)*

- \* Event titled "MN Brewers Conference, Presented by {Your Company Name}" in all possible outlets
- \* Give one 15-minute presentation on Conference main stage during lunch.
- \* Exhibitor space, 6-8ft table, and two chairs in Main Conference Hallway, preferred location
  - 2 Conference registrations allowing full access, all meals.
- \* Platinum recognition on Conference signage, materials, slideshows, promotional materials, 2 social posts, day-of materials, main-stage slideshow, and annual report.
- One post-Conference email, sent on your behalf by the MNCBG, to all brewery/brewpub members. (Content restrictions apply.)
- Conference Attendee Contact List post-event.
- Submit an item or paper to our Conference SWAG Bag.
  - Item Size: pint glass or smaller. Paper Size: standard 8.5x11 or smaller - stickers, window clings, etc. allowed. SWAG must arrive via mail to MNCBG offices by Friday April 3 for inclusion). Any materials received after this date cannot be included and may not be able to be returned.
- Your contact info (name, email, website) will be sent to all Conference attendees post-conference.

## **Gold EDU Conference Sponsor: Exhibitor Booth, Main Hallway + 2 Conference Registrations**

- \$3,000 (M) | \$3,900 (NM)
- Available: 5
- EDU Track Options: Brewing, Business & Operations, Marketing & Events, Community & Culture, Looking to the Future. There will be 4 EDU Sessions per Track.

### **Inclusions:** *(Items marked with a \*star are new or enhanced at this level)*

- \* Special recognition on Conference signage, materials, and slideshows in one of these session tracks (predetermined at time of invoicing): Brewing, Business & Operations, Marketing & Events, Community Culture, Looking to the Future.
- \* Track "Presented by {Your Business Name}" in Conference program.
- \* Gold recognition on Conference promotional materials, 2 social posts, day-of materials, main-stage slideshow, and annual report.
- \* One post-Conference email, sent on your behalf by the MNCBG, to all brewery/brewpub members. (Content restrictions apply.)
- Conference Attendee Contact List post-event.
- Exhibitor space, 6-8ft table, and two chairs in our Main Conference Hallway.
  - 2 Conference registrations allowing full access, including all meals.
- Submit an item or paper to our Conference SWAG Bag.
  - Item Size: pint glass or smaller. Paper Size: standard 8.5x11 or smaller - stickers, window clings, etc. allowed. SWAG must arrive via mail to MNCBG offices by Friday April 3 for inclusion). Any materials received after this date cannot be included and may not be able to be returned.
- Your contact info (name, email, website) sent to all Conference attendees post-conference.

See more on the next page...

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## **Silver Food/Bev Conference Sponsor: Exhibitor Booth, Main Hallway + 2 Conference**

### **Registrations**

- \$2,000 (M) | \$2,600 (NM)
- Available: 7
- Food/Bev Options: Coffee, Bloody Mary & Breakfast, Lunch (2), Beer (2), & Snacks

### **Inclusions:** (Items marked with a \*star are new or enhanced at this level)

- \* Special Silver Recognition on signage and materials in one category (predetermined at time of invoicing): Coffee, Bloody Mary & Breakfast, Lunch (2), Beer (2), & Snacks
- \* Provide small items (see SWAG item size limits below) near food/bev station.
  - Space permitting. Items to be set up, monitored, and removed by sponsor. Must be approved at least one month before event.
- \* Silver recognition on Conference promotional materials, 2 social posts, day-of materials, main-stage slideshow, and annual report.
- \* Conference Attendee Contact List post-event.
- \* Submit an item or paper to our Conference SWAG Bag.
  - Item Size: pint glass or smaller. Paper Size: standard 8.5x11 or smaller - stickers, window clings, etc. allowed. SWAG must arrive via mail to MNCBG offices by Friday April 3 for inclusion). Any materials received after this date cannot be included and may not be able to be returned.
- Exhibitor space, 6-8ft table, and two chairs in our Main Conference Hallway.
  - 2 Conference registrations allowing full access, including all meals.
- Your contact info (name, email, website) sent to all Conference attendees post-conference.

## **Bronze Exhibiting Conference Sponsor: Exhibitor Booth Back Hallway + 2 Conference**

### **Registrations**

- \$1,250 (M) | \$1,625 (NM)
- Available: 6

### **Inclusions:**

- Exhibitor space, 6-8ft table, and two chairs in our back Conference Hallway.
  - 2 Conference registrations allowing full access, including all meals.
- Bronze recognition on Conference promotional materials, 2 social posts, day-of materials, main-stage slideshow, and annual report.
- Submit paper to our Conference SWAG Bag.
  - Paper Size: standard 8.5x11 or smaller - stickers, window clings, etc. allowed. SWAG must arrive via mail to MNCBG offices by Friday April 3 for inclusion). Any materials received after this date cannot be included and may not be able to be returned.
- Your contact info (name, email, website) sent to all Conference attendees post-conference.

## **Exhibitor Side Room + 1 Conference Registration**

- \$500 (M) | \$650 (NM)
- Available: 6
- *Open to any nonprofit, community group, or association, or to businesses with 5 employees or less*

### **Inclusions:**

- Exhibitor space, 6-8ft table, and one chair in our exhibitor side room, near the Conference session rooms
  - 1 Conference registration allowing full access, including all meals. Additional registrations can be purchased at the member price, but please note there will only be 1 chair.

*See more on the next page...*

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*The sponsorships below do not include an exhibitor table at the Conference. Please read all inclusions carefully and reach out if you have any questions!*

**Workshop Sponsor + 1 Workshop Registration**

- \$800 (M) | \$1,040
- Available: 4 (2 per workshop)
- Workshop Topics: TBD Training, Sensory Training

**Inclusions:**

- Workshop will be branded "Workshop Name: Sponsored by [Your Business Name]"
- 1 Workshop Registration to be used by your staff to attend if desired (does not grant attendance to Conference on April 10)
- Workshop attendee/purchaser contact details sent after the event.
- 5-minute presentation at the workshop and set-up of small information or materials sharing at a table. Details must be discussed and confirmed in writing by MNCBG staff at least 1 month before the event.
- Logo or brand recognition on workshop materials, workshop attendee communications, Conference website, post-event follow-up materials, and annual report.

**Conference SWAG Bag, Lanyard, or App Sponsor + 1 Conference Registration**

- \$700 (M) | \$910 (NM)
- Available: 1 each (sold separately)

**Inclusions:**

- Company Logo or other artwork (provided by sponsor) on\*:
  - ~350 SWAG bags provided to conference attendees OR
  - ~350 lanyards provided to conference attendees OR
  - Conference mobile site/app banners and Sponsor page OR
  - For all, size and layout restrictions apply to ensure fit.
- 1 Conference registration allowing full access including all meals.
- Submit paper to our Conference SWAG Bag.
  - Paper Size: standard 8.5x11 or smaller - stickers, window clings, etc. allowed. SWAG must arrive via mail to MNCBG offices by Friday April 3 for inclusion. Any materials received after this date cannot be included and may not be able to be returned.

**Exhibitor Hall Raffle Prize Sponsor**

- \$250 (M and NM) + Raffle Prize Donation (\$200-\$2,000 value)
- Available: 5

**Inclusions:**

- Sponsor logo on Conference webpage, program, and communications about the raffle
- Your prize described in materials and on Conference stage during the event
- Your contact info (name, email, website) sent to all Conference attendees post-conference.
- Details of Raffle Prize, including item description, estimated value, and delivery plan (at Conference or to winner's location at no cost) must be provided at least one month before event.



# 2026 SPONSOR OPPORTUNITIES

Allied Trade Members (M) of the MNCBG get roughly 30% off the non-member (NM) cost.



## ALL PINTS NORTH (AUGUST 1, DULUTH) AUTUMN BREW REVIEW (OCTOBER 10, MINNEAPOLIS)

Sponsorships apply to both festivals. Only one available unless otherwise noted.	Member & NonMember Price
<p><b>Festival Glassware - Public &amp; Brewery Facing</b></p> <ul style="list-style-type: none"> <li>Sponsor logo printed on 3k-4.5k festival glasses at each festival.</li> <li>2 Sponsor Tickets to each fest.</li> <li>All recognition provided in Festival General Sponsorship.</li> </ul>	<p><b>\$4,000 (M)</b> <b>\$5,200 (NM)</b></p>
<p><b>Brewery Hospitality Tent - Brewery Facing (2 available)</b></p> <ul style="list-style-type: none"> <li>Table in Brewery Hospitality Tent (8 ft) and 2 chairs. Sponsor may bring SWAG, branded materials, etc. and may staff this table at their discretion (staffing not required).</li> <li>2 Sponsor Tickets to each fest.</li> <li>Recognition on all brewery-facing festival content, prep materials, and signage in the Hospitality Tent. Logo in Annual Report.</li> </ul>	<p><b>\$2,000 (M)</b> <b>\$2,600 (NM)</b></p>
<p><b>Festival App- Public Facing</b></p> <ul style="list-style-type: none"> <li>Banner logo and advertisement page included on festival mobile site (used by attendees to navigate the festival)</li> <li>2 Sponsor Tickets to each fest.</li> <li>All recognition provided in Festival General Sponsorship.</li> </ul>	<p><b>\$2,000 (M)</b> <b>\$2,600 (NM)</b></p>
<p><b>Ice Delivery Sponsor - Brewery Facing</b></p> <ul style="list-style-type: none"> <li>Sponsor volunteers to manage the festival ice delivery at each fest, following guidelines and instructions provided by the Guild. <ul style="list-style-type: none"> <li>Up to 12 tickets for staff needed to manage volunteer delivery. Minimum 4 staff needed. Sponsor may wear branded clothing and hand out small SWAG to brewers.</li> <li>Guild supplies all needed materials and vehicles.</li> </ul> </li> <li>Recognition on all brewery-facing festival content, prep materials, and signage in the Hospitality Tent. Logo in Annual Report.</li> </ul>	<p><b>\$1,500 (M)</b> <b>\$1,950 (NM)</b></p>
<p><b>Festival General Sponsor (Unlimited Available) - Brewery &amp; Public Facing</b></p> <ul style="list-style-type: none"> <li>Recognition on the festival website, map, guide, brewery-day-of instruction sheet, and pre-fest social posts. Logo in annual report.</li> <li>2 Sponsor Tickets to each fest.</li> </ul>	<p><b>\$1,000 (M)</b> <b>\$1,300 (NM)</b></p>
<p><b>Reefer Truck Sponsor - Brewery Facing</b></p> <ul style="list-style-type: none"> <li>Banner/signage on refrigerated truck (keg storage for breweries) Size/Layout Restrictions Apply, banner provided by sponsor.</li> <li>2 Sponsor Tickets to each fest.</li> <li>Recognition on all brewery-facing festival content, prep materials, and signage in the Hospitality Tent. Logo in Annual Report.</li> </ul>	<p><b>\$800 (M)</b> <b>\$1,040 (NM)</b></p>

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