Quick Facts About Murphy:

Average Age: 35-44
Homeowners: 95.92% of pop.
Average House Value: $264,695

Median Income: $91,163 / Hour
Average Household Income: $133,680
Population: 20,625

*Tickets taken from Murphy’s 2015 Retail Market Profile

Quick 2018 Event Details:

Attendance ~ 3,000
Total Tickets Sold: 1,040
Food Vendors - 6
Beer Vendors - 34
Donation to Charity: $1040.00

In Partnership with Brewvolution LLC

Brewvolution LLC is well known in the DFW craft beer community for running the Big Texas Beer Fest in Dallas/ Fair Park.

The have also recently opened their new coffee and beer bar called Civil Pour in Dallas, Texas.
Saturday May 4, 2019

2-6:30pm– Craft Beer Tasting
*VIP access at 1pm

6:30-8pm FREE Concert

Murphy Central Park (550 N Murphy Road)

ABOUT THE EVENT:

Murphy’s fourth Annual Craft Beer Festival is appealing to attendees of all ages. In addition to the craft beer tasting we will have a crawfish boil and local food trucks all day. Local bands will provide music throughout the day in the Beer Garden Area. Canned beer and wine by the glass will be available for purchase! The Pint Sized Place area with kid and family activities will run from 1-6:30pm, and will include games and bounce houses.

Craft Beer and Crawfish draw crowds from all over the DFW metroplex marketing to target geographical locations as well as a broad niche market.
Media Reach

How will we promote your brand?

- **Print Impressions:**
  - Print ads in local papers
  - Distribution of mail outs and flyers
    - Post cards, coasters, posters, etc.
- **Online Impressions:**
  - Online mentions via City of Murphy social media and Craft Beer Event Social Media.
  - Email blast to local community.
- **Onsite Impressions:**
  - Logo prints on banners and giveaways.
  - Live mentions throughout the event.

Who will your message reach?

- A wide variety of people who enjoy craft beers, live music entertainment, and local festivals.
- Average Murphy attendees are 35 years old with families of 2 or more children with an estimated income of $130,000.
- An estimated 57,000 commuters per day with pre-event marketing signs on FM 544 and North Murphy Road drawing attendees to the event.
- Premium marketing opportunity on the festival grounds with live mentions throughout the event reaching a broad audience.

Marketing at Events such as *Tunes, Tails & Ales* Has considerable influence and branding potential.

We bring the consumer to you at our festival!

GET CONNECTED!
Sponsorship Opportunities

Main Stage Title Sponsor - $5,000
- 6 VIP Parking Passes
- 10 VIP Craft Beer Tent Passes
- Logo & Website recognition in social media
- Logo recognition on print materials & sponsor banner
- Banner display by music stage
- Live mentions throughout event
- 10X10 Booth Space in Beer Garden

Presenting Sponsor - $2,500
- 4 VIP Parking Passes
- 6 Craft Beer Tent Passes
- Logo Recognition in social media
- Logo recognition on sponsor banner
- Live mentions throughout event

Associate Sponsor - $1,500
- 2 VIP Parking Passes
- 4 Craft Beer Tent Passes
- Name Recognition in social media
- Logo recognition on sponsor banner

Community Sponsor - $750
- 1 VIP Parking Passes
- 2 Craft Beer Tent Passes
- Name Recognition in social media
- Logo recognition on sponsor banner

Food and Beverage Tent - $2,500
The food and beverage tent located next to the craft beer area is the center crossroads of the festival. This prime sponsorship location is a place to enjoy a drink, eat some great food and socialize. Sponsorship will include tent naming rights and other Presenting sponsorship benefits.

Pint Sized Place Sponsor - $1,500
This area is geared towards kid and family entertainment. Sponsoring Pint Sized Place will allow brand exposure to a high flow of traffic throughout the day. Included will be a sponsor banner located in the pavilion with other Associate sponsorship benefits.

Giveaway Sponsor - $250-$2,500
Price is negotiable based on giveaway. Different selected giveaways included.
Please fill out the form below to confirm your sponsorship package. Once forms are completed please return form to Kayla McFarland, Special Event Coordinator, at kmcfarland@murphytx.org or by fax at 972-468-4163.

**Contact Information:**

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<tr>
<th>Company Name</th>
<th>Contact Person</th>
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**Sponsorship Package:**

- Main Stage Title Sponsor
- Food and Beverage Tent Sponsor
- Presenting Sponsor
- Pint Sized Place Sponsor
- Associate Sponsor
- Giveaway Sponsor
- Community Sponsor

**Payment Information:**

- Please send me an invoice
- I have enclosed a check made payable to the City of Murphy
- I would like to pay online with my Credit Card

*(Please send me the online payment information)*

Thank you for supporting our festival! Once we receive your completed form, event staff will contact you to discuss arrangements, sponsorship benefits and recognition.

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<th>$ Total Sponsorship Cost</th>
<th>Signature</th>
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