

2025 Partnership Guide



THE PRESENTING LEVEL | \$16,000

Your logo incorporated in the ABW logo, Branding on all promotional material, Logo on website + T-Shirt, Speaking invitation at festival welcome kick-off, Large tent at festival, Full page ad in Festival Guide, 25 Tasting Tickets, 5 VIP Lounge Tickets, and 20% off additional tickets

THE SIGNATURE LEVEL | \$14,000

Logo on website + T-Shirt, 1/2 page ad in Festival Guide, 20 Tasting Tickets, 2 VIP Lounge Tickets, 20% off additional tickets, and logo/name affiliation with sponsored item

THE PLATINUM LEVEL | \$10,000

Logo on website + T-Shirt, 1/4 page ad in Festival Guide, 12 Tasting Tickets, 15% off additional tickets, and logo/name affiliation with sponsored item

THE GOLD LEVEL | \$5,000

Logo on website + T-Shirt, 1/4 page ad in Festival Guide, 6 Tasting Tickets, 15% off additional tickets, and opportunity for a booth at the event

THE SILVER LEVEL | \$2,000

Name on website + T-Shirt, 1/10 page ad in Festival Guide, 4 Tasting Tickets, 10% off additional tickets, and opportunity for a booth at the event

THE BRONZE LEVEL | \$1,000

Name on website + T-Shirt, 2 Tasting Tickets, 5% off additional tickets, and opportunity for a booth at the event

THE COMMUNITY LEVEL | \$500

2 Tasting Tickets and opportunity for a booth at the event

The Ella Sharp Museum will be hosting the 20th Annual Art, Beer, and Wine Festival on Saturday, June 7, 2025! The festival has welcomed over 45,000 guests, which has served as the largest annual fundraising event for the museum over the past decade.



The role of local business play an imperative role in bringing the festival to life, as a dynamic range of partnerships help make the Art, Beer, and Wine Festival the event to kickoff the summer in Jackson. This partnership guide outlines a range of individualized activations that are designed to recognize capital support, as well as enhance the experience of all attendees, from our ticketed guests to volunteers and vendors.





Partnership Breakdown 2025 Engagement Opportunities

See Page 1 for branding benefits that accompany each partnership activation.

THE PRESENTING LEVEL | \$16,000

Logo / Brand incorporation in ALL event materials, 25 complimentary tasting tickets, 5 VIP lounge tickets, large tent at festival, and speaking invitation at festival welcome kick-off



THE SIGNATURE LEVEL | \$14,000

Wine + Beer Glass

Logo on wine & beer glasses

VIP Area

Recognition of the signature festival experience, bonus 10 VIP Tickets

General Admission

50% discount for xx-amount of GA Tickets, recognition for Creating Access for All

Stonewall Block Party

A new, shaded engagement area
DJ, entertainment, and zone recognition



THE PLATINUM LEVEL | \$10,000

Sunglasses

Branded giveaway to all attendees

Wine Bag

Branded giveaway to all attendees

Wine Cork / Bottle Opener

Branded giveaway to all attendees

Fanny Pack

Branded giveaway to all attendees



For more information on ABW Partnerships + Advertising,
contact artbeerandwine@ellasharp.org



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THE GOLD LEVEL | \$5,000

Wristband

Branded on wrists of all guests

Main Stage - Farm Lane

Signature stage with bands performing

Volunteer

Logo recognition on the back of all volunteer shirts

Ticket Sales

Noted on Eventbrite and at the Ticket Sale Tent

Tasting Token

Branded on all tasting tokens

Golf Cart Shuttle Service

Golf cart transportation for all guests + vendors

Photobooth

Central location with branding on photo strip

Photography

Photographer + logo imprint on all official event photos

THE SILVER LEVEL | \$2,000

Festival Guide | Signature branding for guide + maps

Dining Tent (3) | Host a central area for guest mingling

Staff | Logo on the back of all staff / board shirts

Specialty Stage (3) | Branding on a specific stage

Internet | Internet boost and recognized signage

Registration | Branding at registration + sales tent



THE BRONZE LEVEL | \$1,000

Parking Lot (2) | Signature branding for guide + maps

Media | Host a central area for guest mingling

Tap Takeover | Own a bar at the event

Refuse | Recognition at all portable trash units

Sanitary | Recognition at water stations

Entertainment | Presenting a signature performer/group

Volunteer Meal (5) | Meal for volunteers



THE COMMUNITY LEVEL | \$500

Booth | Participation in the event

Ticket Discount | 10% discount for xx-amount of tickets

Vendor Care Package | Snacks for all festival vendors

Social Media Campaign | Multiple ticket giveaway + PR