

A GOOD TIME TRICYCLE PRODUCTION

THE ATLANTIC CITY BEER & MUSIC FESTIVAL

SAT. MARCH 29TH
ACBEERFEST.COM

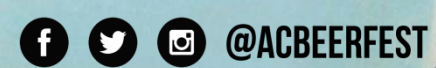
VISIT
Atlantic City
NEW JERSEY

f t i @ACBEERFEST



Festival Index

“the celebration of the suds” {discover beer and music}



The Event

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The Event

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Poster by Mike Bell

Recap 2024



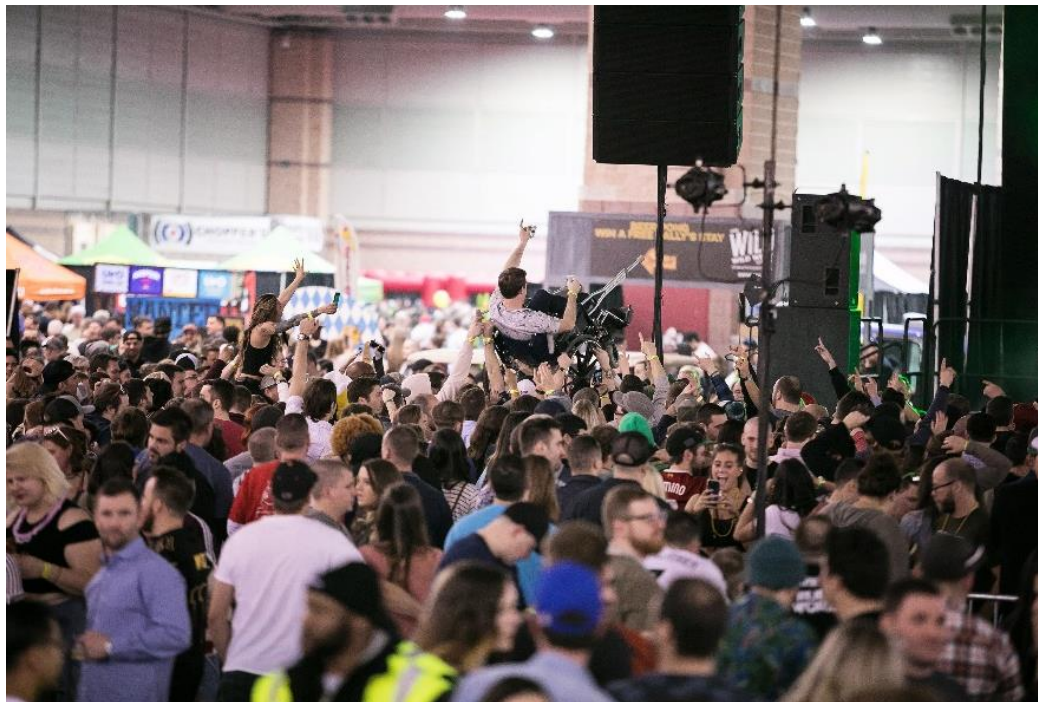
"Beer is proof that God loves us and wants us to be happy." Benjamin Franklin



- Total Attendance 11,000
- 97 Local and National Breweries
- 388+ Beers
- 3 Touring Bands
- 6 Support Bands
- 10 Local Bands
- 8 Restaurants
- 72 Vendors
- 9 Seminars
- 9 Cooking demos
- 2,000+ Rooms Booked

2024 marked a whirlwind return to the Atlantic City Convention Center, where it all began. Over 11,000 craft beer enthusiasts gathered to celebrate the artistry of brewing and the passionate people behind it. This homecoming reaffirmed the festival's status as the unofficial kickoff to spring in this iconic seaside city.

2025 Expectations



- Expected attendance: 12,000
- 80+ Brewers
- 250+ Beers
- 6 Bands
- 8 Local Bands
- 8 Pop-up Restaurants
- 40+ Vendors
- 16 Interactive Experiences
- And thousands of friends

2025 promises an even broader celebration of craft beer, with an expanded festival footprint and a renewed focus on delivering unique and immersive experiences. Attendees can look forward to an elevated lineup of rare and experimental brews, interactive brewing workshops, curated food pairings, and live entertainment. By pushing the boundaries of innovation while honoring the craft's roots, the festival aims to solidify Atlantic City as a premier destination for beer enthusiasts and support the thriving craft beer community in new and exciting ways.

Who is the ACBF attendee?

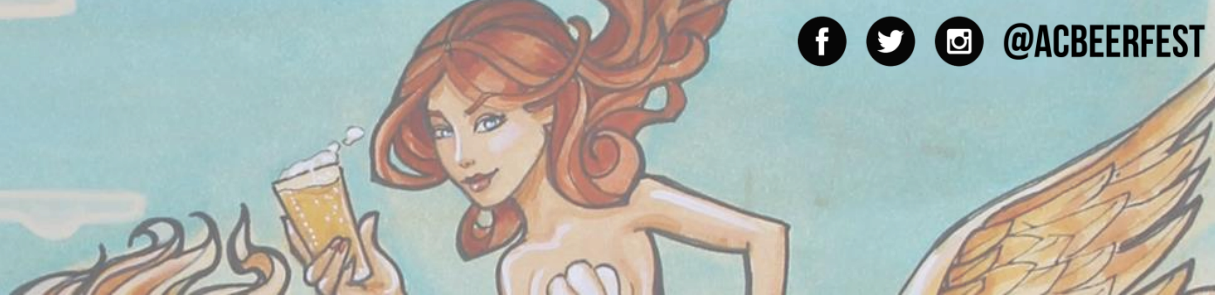
With 19 years of festival excellence, our understanding of our attendees runs deep. Through over a decade of interaction, polling, and thoughtful questioning, the Atlantic City Beer & Music Festivals have evolved into a premier event in the country. This continuous dialogue has not only deepened our connection with our audience but has also fostered a sense of trust. Our attendees trust us as festival producers to curate experiences that resonate with them and bring partners who align with their interests. This trust is the cornerstone of our success, enabling us to consistently enhance the event year after year. It's this intimate knowledge of our consumer base that propels the Atlantic City Beer & Music Festival to new heights, making us a standout in the festival landscape.

The Beer Fest attendee is

- Age Range: 26 – 52
- 68% Male
- 32% Female
- 47% Married
- Income range \$55,000 – \$120,000
- Average group size 4 attendees
- Average ticket purchase 3 weeks prior to the event.



Breweries



Experience 19 years of excellence as **The Atlantic City Beer and Music Festivals** proudly presents its 2025 edition! Bringing together the finest breweries from across the nation, this iconic seaside event promises an unforgettable celebration of craft beer and the incredible individuals behind it.

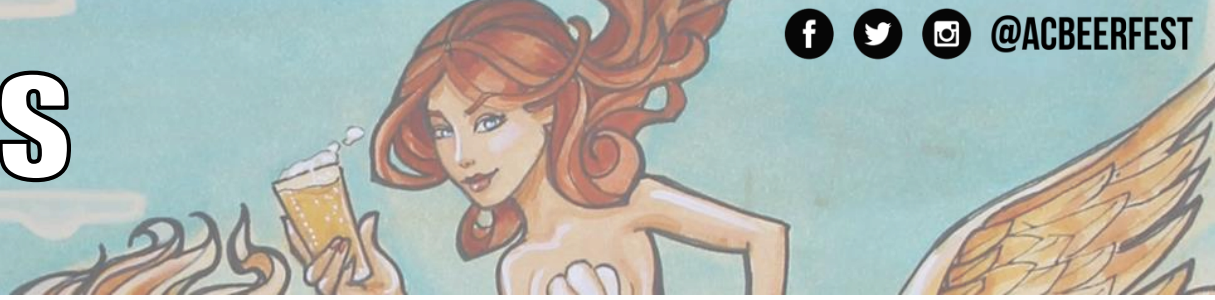
What to Expect:

- Over 80+ breweries showcasing 250+ exceptional beers.
- A unique opportunity to expand your beer knowledge while indulging in top-notch brews.
- Engage with the passionate creators behind the craft, ask questions, and elevate your appreciation for beer.
- Immerse yourself in the ultimate celebration of the suds!

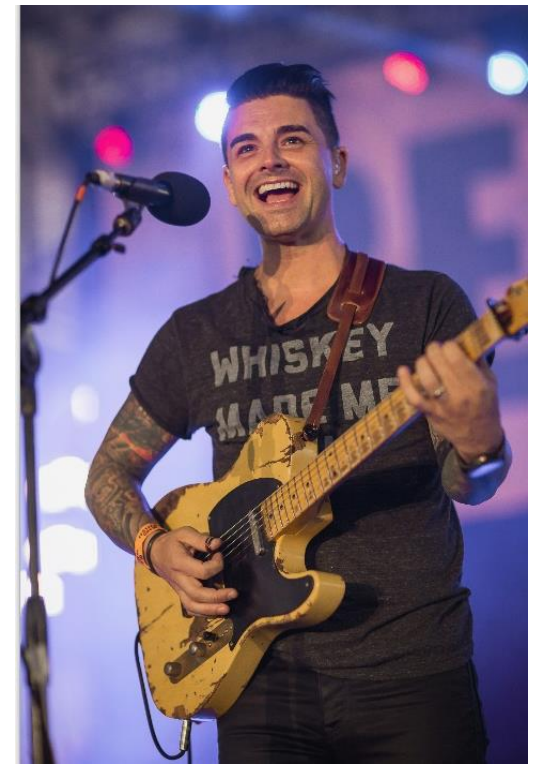
Our Mission: The Atlantic City Beer & Music Festival is dedicated to introducing consumers to new and distinctive beers and breweries. We are more than just a festival; we aim to educate and entertain, creating a platform for beer discovery that leaves smiles on faces. By supporting the beer community and contributing to the South Jersey economy, we're not just hosting an event; we're building a legacy of craft beer excellence. Join us on this remarkable journey of flavor, knowledge, and community spirit. Cheers to 19 years and counting!



The Sounds



Since 2012, our festival has blended live music into its vibrant atmosphere, creating a unique soundtrack that enhances the beer discovery experience. The Atlantic City Beer & Music Festival has played host to an impressive array of musical talents, including Alkaline Trio, New Found Glory, Saves The Day, The Bouncing Souls, Reverend Horton Heat, The Dirty Heads, Taking Back Sunday, Less Than Jake, Lucero, Everclear, Rusted Root, Dashboard Confessional, Reel Big Fish, Flogging Molly, The Used, SOJA, The Wonder Years, Dropkick Murphys, Goldfinger, Hot Mulligan and many more. For the 2025 Atlantic City Beer and Music Festivals, our festival booking agency, Near Dark Entertainment, curated an exceptional lineup to be announced on 12/18!



The BUZZZ



★★★★★

THIS WILL BE AN ANNUAL TRIP NOW!

by Stas on 4/15/24 • Atlantic City Convention Center - Atlantic City

Honestly, had such an amazing time at the festival! The entire staff was super friendly, amazing selection of beers and food great game and entertainment options and who can be an amazing concert by one of your favorite artists! Will definitely be coming back next year

★★★★★

Great time

by Robin on 4/15/24 • Atlantic City Convention Center - Atlantic City

17 of us attended Friday night and had a great time! Matching shirts, pretzel necklaces and great beer and games!! Can't wait for next year!

★★★★★

Hands down the BEST beerfest!

by MR on 3/17/24

Absolutely love AC Beerfest! I've been going every year since I started working in AC and it's never disappointed!!! Going back inside in April is the best start to the season, it kicks everything off! I find my new favorite beer every year and a few new crazy friends! I did love screaming in a sunny field to New Found Glory but I'm hyped to go back inside and sing my heart out to Saves The Day too👊😂 also real women's bathrooms are an added bonus for the indoors! Hoping they bring back some of the crazy games they had for the indoors in previous years!

★★★★★

So much fun!!

by daisy on 3/17/24

I'm not a big beer drinker, so when my friends asked if I wanted to go to, I was on the fence. Now, I will NEVER miss an ac beerfest!!! This was the most fun I've had in such a long time, so many beers, so many things to do, plus MUSIC! I don't know if I had more fun bouncing on horses or watching the hot wing eating contest.. the highlight of my year!!



Sue T.
 Farmingdale, NJ
 64 friends
 348 reviews
 714 photos
 Elite '17

★★★★★

1 check-in

Listed in [BEST places to find good craft beer](#)

This is, by far, the best beer festival I have attended, & I have attended a few! The organization of the even is spot on, the participating breweries are excellent & plentiful, & w hotels & jitneys for transportation there are no worries at all. Love it, & this was my 3rd year.



Ken D.
 Malvern, PA
 70 friends
 65 reviews
 73 photos

★★★★★

1 check-in

What an amazing event. Went here for my bachelor party and I'm so glad I did because all fifteen guys now want to make this a tradition to come every year. In the beginning it's a little crazy, everyone is thirsty for beer and the lines get a little long but once everyone settled in for the long haul, things seemed to settle down. There were a lot of events to try while enjoying your free sample. beer pong tournament and a silent dance party where everyone wears headphones dancing. It looked like it was fun. I've been to a lot of beer events and this one wins hands down. If your lucky to grab a ticket, you should try it out. Well worth it. Can't wait for next year!!!



Ron C.
 Philadelphia, PA
 173 friends
 226 reviews
 580 photos

★★★★★

Listed in ["Downashore", The Yelp 100 Challenge](#)

Another year another awesome festival. For beer lovers this has to be Mecca. 90 different brewers and the Bouncing Souls.....what more could you ask for. Stopped by the Yelp table and had a laugh with Michelle C. and met the Long Island CM Drew A. We had such a good time I cannot wait for next year!

Messaging



"Give me a woman who loves beer and I will conquer the world." Kaiser Wilhelm

The marketing landscape has evolved dramatically over the past 18 years. In the early days of promoting the festival, platforms like MySpace were at the forefront of our strategy. As social media expanded, many traditional marketing methods became outdated. The festival quickly adapted, embracing Facebook’s rise and pioneering a shift toward organic engagement—becoming one of the first events of its kind to build a loyal online following.

Now, after 19 years, the event boasts a robust social media presence and dedicated fan base, which serve as the backbone of our marketing efforts. Our strategy centers on nurturing engagement while integrating traditional advertising to ensure a balanced and impactful market presence. This dual approach allows us to stay connected to our roots while remaining at the forefront of industry trends.

Radio but not limited to

iHeartRadio
93.3 WMMR Philadelphia

Videos:

Content created to endorse the festival and festival partners. The festival uses video to give consumers an idea of what to expect from the event.

<https://www.facebook.com/acbeerfest>
<https://www.instagram.com/acbeerfest>
 YouTube (example <https://youtu.be/uQMI-GTpHnc>)

Digital

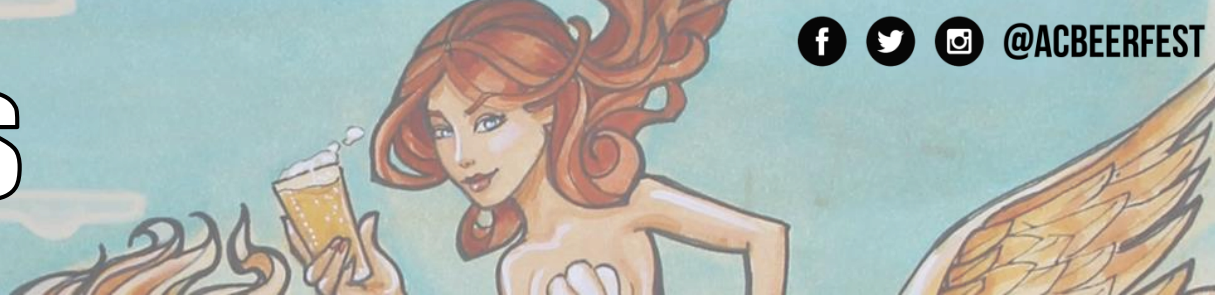
www.acbeerfest.com Google ads
<https://www.facebook.com/acbeerfest> NJ.com
<https://www.instagram.com/acbeerfest>
 newjerseycraftbeer.com
 Southjerseybeerscene.com but not limited to



Out of Home

(6) Billboards (Philly DMA)
 Posters/Postcards at all participating brick and mortar partners
 Street promo teams but not limited to
 On location tickets sales

The Places

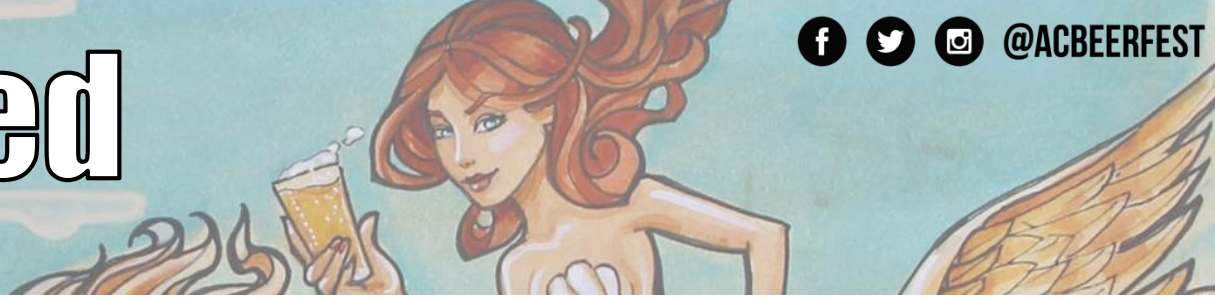


The Atlantic City Convention Center stands as the cornerstone of the Atlantic City Beer and Music Festival, a celebration of craft beer, music, and community. Spanning over 400,000 square feet of convention space, the venue provides the perfect backdrop for the event. Since the festival's inception, the Atlantic City Convention Center has been its home, offering expansive space. With its dedicated and knowledgeable staff, amenities, and convenient location in the heart of Atlantic City, the Convention Center has been instrumental in the festival's growth and success. Its central position ensures accessibility for local residents and visitors from across the country, reinforcing its status as the go-to destination for large-scale events.



The Convention Center

Get Involved



HOW DO I GET INVOLVED?

Sponsorships

- Presenting
- Hotel
- Ace Sponsorship
- King Sponsorship
- Queen Sponsorship

Breweries

- Craft
- Import
- Mead
- Awards

Restaurants

- Sales opportunity
- Sample & Sales
- Tastings

Vendors

- Apparel
- Food
- Music related
- Beer Gadgets
- Fun Related

Entertainers

- Chefs
- Bands
- DJ's
- Models
- Personalities

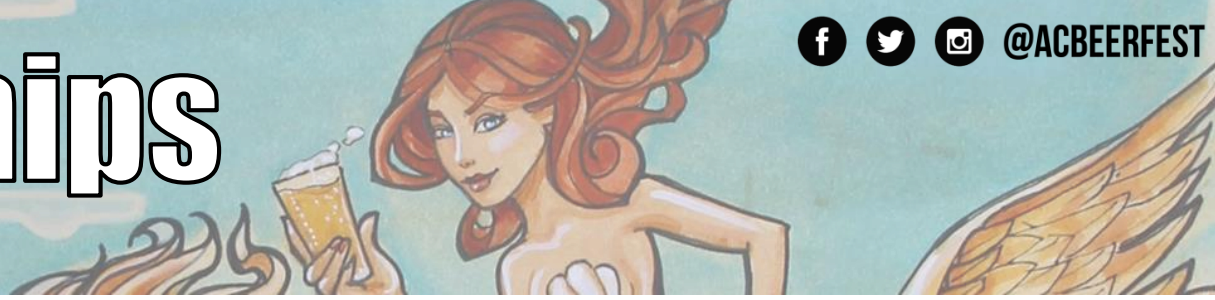
Volunteers

- Labor
- Hospitality
- Pourers (Must get Tips Certified)



Get your business in front of a crowd of over 12,000+ beer lovers, music enthusiasts, friends and family out to have a great time at Atlantic City's favorite event, *The Atlantic City Beer and Music Festivals*.

Sponsorships



Custom Sponsorships

We know that every company has different goals when it comes to activation, price point, as well as needs from festival partners. No one proposal suits everyone, event producers understand that and work with sponsor partners to create the best possible way for sponsor partners to interact with the over 12,000 festival attendees that visit Atlantic City for this annual celebration.

What do you look for when activating on location for an event or festival?

Whether its pre, during or post festival our goal is to make sure attendees remember your brand and its association with the event. Creating positive memories as it relates to a person place or thing often reaffirms a consumer's relation with a product creating a positive ROI and repeat customer.

The sponsorship slides below offer a start to partner opportunities. And should be used as a starting point. Each sponsorship can be tailored to activate your specific brand needs.

Presenting

Sponsorship

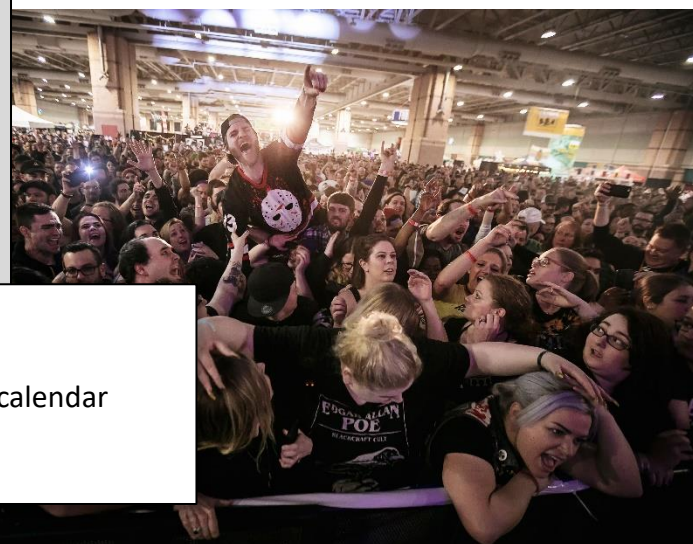


Sponsorship: Presenting ACBF

- ♣ The Atlantic Beer and Music Festival Presented by [your brand]
- ♣ Custom Activation (GTT will work w/ sponsor to create maximum exposure pre, during & post festival)
 - ♣ This is an activation based on total brand needs
- ♣ Branding Opportunities
 - ♣ Presented by on digital ticket header
 - ♣ Branding on all clothing merchandise as presenting
 - ♣ Branding on event wristbands (worn by every attendee)
 - ♣ Branding on video advertisement (as presenting sponsor)
 - ♣ Branding on Festival MAP (as presenting sponsor)
 - ♣ Branding placement on acbeerfest.com "Sponsor Page"
 - ♣ Branding inclusion in onsite signage
- ♣ 3 Large banners in show area (banner provided by sponsor)
- ♣ Complete festival attendee database
- ♣ Engagement opportunities
 - ♣ These are opportunity's for sponsor partner to participate in existing programs associated with the festival to increase activation.
- ♣ Collateral placement in VIP bags
- ♣ 50 Tickets to The Atlantic City Beer & Music Fest
 - ♣ Session #1 - 25 Tickets
 - ♣ Session #2 - 25 Tickets

Sponsorship Fee **Contact us for Pricing**

- Event dedicated e-mail blast to your database
- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)



Sponsorship



Sponsorship: Main / Back Stage Sponsor

(Your brand names the stage)

♠ Custom Activation

(GTT will work w/ sponsor to create maximum exposure pre, and during & the festival)

♠ Event Branding

- ♠ Branding featured in print advertisement
- ♠ Branding placement on acbeerfest.com "Sponsor Page"
- ♠ Branding inclusion in onsite signage

♠ Stage Banners/decor (Printed by Festival)

- ♠ Two side Banners
- ♠ Header Banner
- ♠ Footer Banner

♠ Attendee Database

♠ Sponsor related posts social posts

♠ 10x20 activation space (optional)

♠ Sponsor call out when talking about bands and stage entertainment

♠ 32 Tickets to The Atlantic City Beer and Music Festival

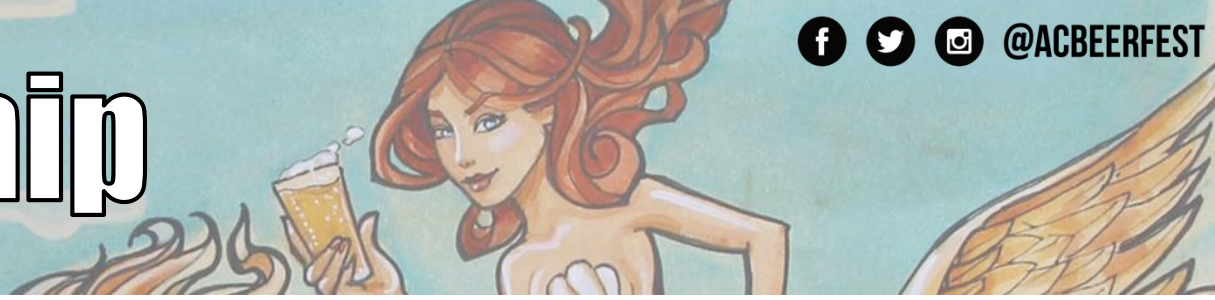
- ♠ Session #1 - 16 Tickets
- ♠ Session #2 - 16 Tickets



Sponsorship Fee **Contact us for Pricing**

- Event dedicated e-mail blast to your database
- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)

Sponsorship



Sponsorship: ACE

- Custom Activation GTT will work w/ sponsor to create maximum exposure pre, during & post festival)
- 20x20 prime event activation location
- Event Branding
 - Branding featured in print advertisement
 - Branding on video advertisement
 - Branding on stage side banners
 - Branding placement on acbeerfest.com "Sponsor Page"
 - Branding inclusion in onsite signage
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)
- 728x90 banner on acbeerfest.com
- 1 Large banner in show area (banner provided by sponsor)
- 1 Large banner in show foyer / entrance (banner provided by sponsor)
- 24 Tickets to The Atlantic City Beer and Music Festival
 - Session #1 - 12 Tickets
 - Session #2 - 12 Tickets



Sponsorship Fee **Contact us for Pricing**

- Event dedicated e-mail blast to your database
- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)

Sponsorships



Sponsorship: KING

- ♥ 10x20 Activation location
- ♥ Branding featured in print advertisement
- ♥ 1 Large banner sign in show area (banner provided by sponsor)
- ♥ Facebook announcement of sponsor participation
- ♥ 728x90 banner on acbeerfest.com
- ♥ 6 Exhibitor passes
- ♥ 16 Tickets to The Atlantic City Beer and Music Festival
 - ♥ Session #1 - 8 Tickets
 - ♥ Session #2 - 8 Tickets



Sponsorship Fee **Contact us for Pricing**

- Banner on sponsor website/inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)



Sponsorship: QUEEN

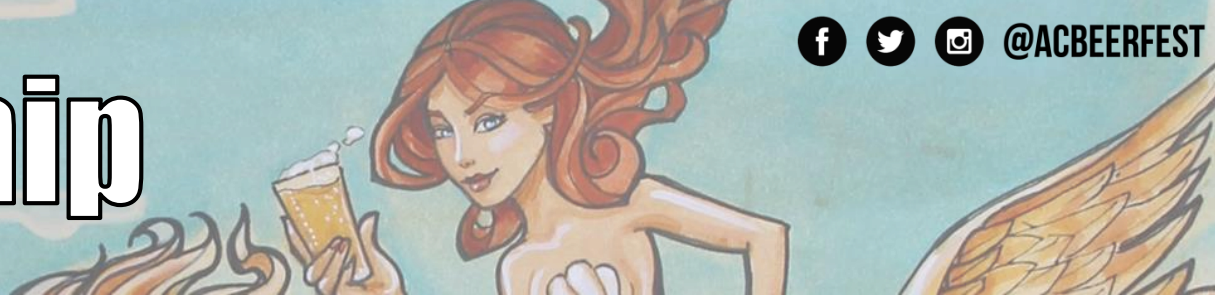
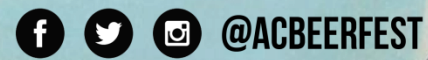
- ♣ 10x20 premium booth premium location
- ♣ 1 Large banner in show area (banner provided by sponsor)
- ♣ Branding on acbeerfest.com Sponsor Page
- ♣ 5 Exhibitor Badges
- ♣ 8 Tickets to The Atlantic City Beer & Music Festival
 - ♣ Session #1 - 4 Tickets
 - ♣ Session #2 - 4 Tickets

Sponsorship Fee **Contact us for Pricing**

- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)

After Party

Sponsorship



Sponsorship: After Party

- Official After-Party
 - Official After Party Collateral to be given to attendees entering show
 - Mention on the Beer Fest Website, Social Posts
 - Inclusion in Pre Fest E-Mail to Beer Fest Database
 - MC Announcement Re: After Party - pre headliner
- On-Site Activation at Festival
 - Call to action for rewards program
 - Call to action for after party
- Branding featured in advertisement
 - Print
 - Promo Cards
 - Posters
 - After Party Call-out
- Branding featured in onsite collateral
 - Entrance Signage
 - Stage Signage
 - Directional Signage
- 1 Large banner sign in show area (banner provided by sponsor)
- 16 Tickets to The Atlantic City Beer & Music Festival
 - Session #1 - 8 Tickets
 - Session #2 - 8 Tickets

Sponsorship Fee **Contact us for Pricing**

- 6 Hotel rooms Friday - Monday
- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)
- Promotional Cards in Check presenters
- Onsite promotions



Beer Cup Derby Sponsorship

Sponsorship: Beer Cup Derby

- ♥ Festival Activation Location (attached to derby)
 - ♥ 40 x 60 Activation Area (includes amusement)
 - ♥ Beer Cup Derby Photo op Space (photo op provided by sponsor)
 - ♥ 5 Branded horses
 - ♥ Branding along race perimeter (provided by sponsor)
 - ♥ Staff wearing branded shirts
 - ♥ Festival Staff operating race
- ♥ 3 Social Media Posts, including announcement of Sponsor participation
- ♥ Sales / Promotional opportunity
- ♥ Festival database
- ♥ Host the Brewers Cup (race between 5 select breweries for coveted cup)
- ♥ 6 Exhibitor passes
- ♥ 16 to The Atlantic City Beer & Music Festival
 - ♥ Session 1 - 8 tickets
 - ♥ Session 2 - 8 Tickets



Sponsorship Fee **Contact us for Pricing**

- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)



Sponsorship



Sponsorship: KEG TOSSING

- Branding featured in some print advertisements
- Festival Activation Location (based on Sponsor's need)
- Branded Kegs for Tossing
- Staff wearing branded shirts
 - Staff operating tossing challenge
 - Festival staff who transport kegs to breweries
- 1 Large banner sign in show area (banner provided by sponsor)
- 3 Social Post including announcement of Sponsor participation
 - 1 IG @brand/@acbeerfest Collaboration post
 - 2 Social posts (dealer's choice IG/META)
- 728x90 banner on acbeerfest.com 6 Exhibitor passes
- 16 Tickets to The Atlantic City Beer & Music Festival
 - Session #1 - 8 Tickets
 - Session #2 - 8 Tickets



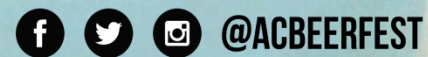
Sponsorship Fee **Contact us for Pricing**

- Banner on sponsor website/inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)



Silent Disco

Sponsorship

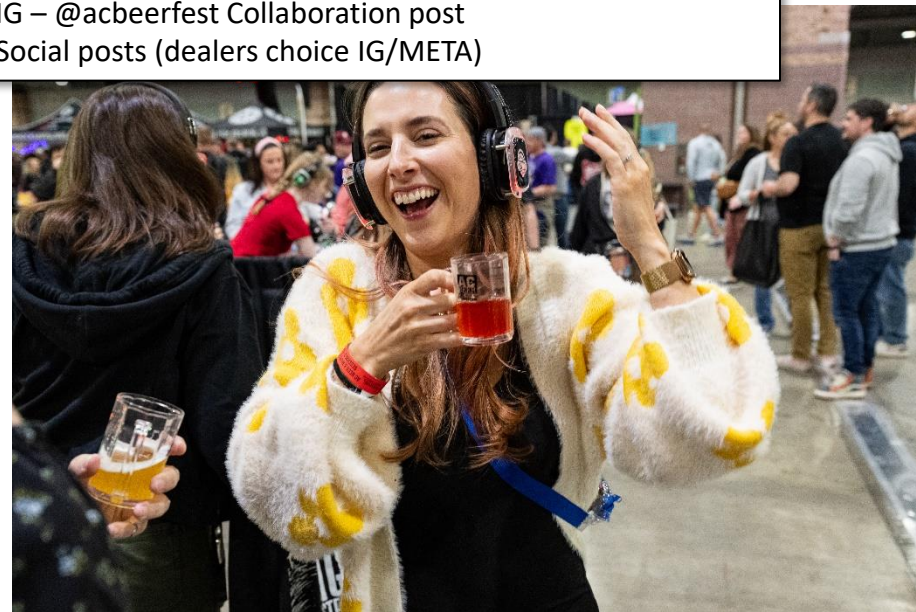


Sponsorship: Silent Disco

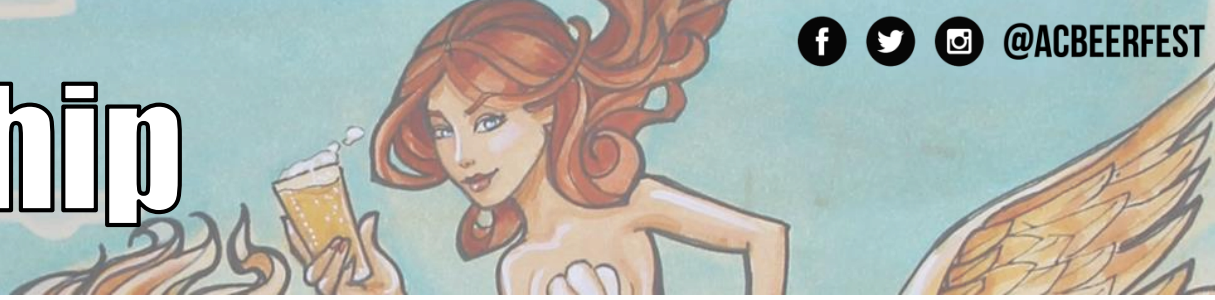
- ♣ Branding perimeter of silent disco (40x40)
- ♣ Announcement of Silent Disco Sponsorship posted on Facebook
- ♣ 1 Large banner in show area above Silent Disco (banner provided by sponsor)
- ♣ “Your Brand” presents the “Silent Disco” on entertainment page (acbeerfest.com)
- ♣ ACBF provides DJ and Tech set-up
- ♣ 16 Tickets to The Atlantic City Beer & Music Festival
 - ♣ Session #1 - 8 Tickets
 - ♣ Session #2 - 8 Tickets

Sponsorship Fee **Contact us for Pricing**

- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)



Designated Driver Sponsorship



Sponsorship: Designated Driver/ Auto Sponsorship

- Branding Area (20x20)
- Brand awareness as DD partner on Social Media
- Logo in all marketing materials
- 1 Large banner signs in show area DD area (banner provided by sponsor)
- “Your Brand” presents the “Designated Driver” Program (acbeerfest.com)
- Designated Driver Check
 - Soft drinks compliments of your brand (provided by ACBF)
 - Host of DD lounge
- Signage calling out to DD and attendees to sponsored Area
- 4 Onsite vehicles
- Attendee Database
- 16 Tickets to The Atlantic City Beer & Music Festival
 - Session #1 - 8 Tickets
 - Session #2 - 8 Tickets

Sponsorship Fee **Contact us for Pricing**

- Signage on location
- Promo Materials on location
- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)



Sponsorship



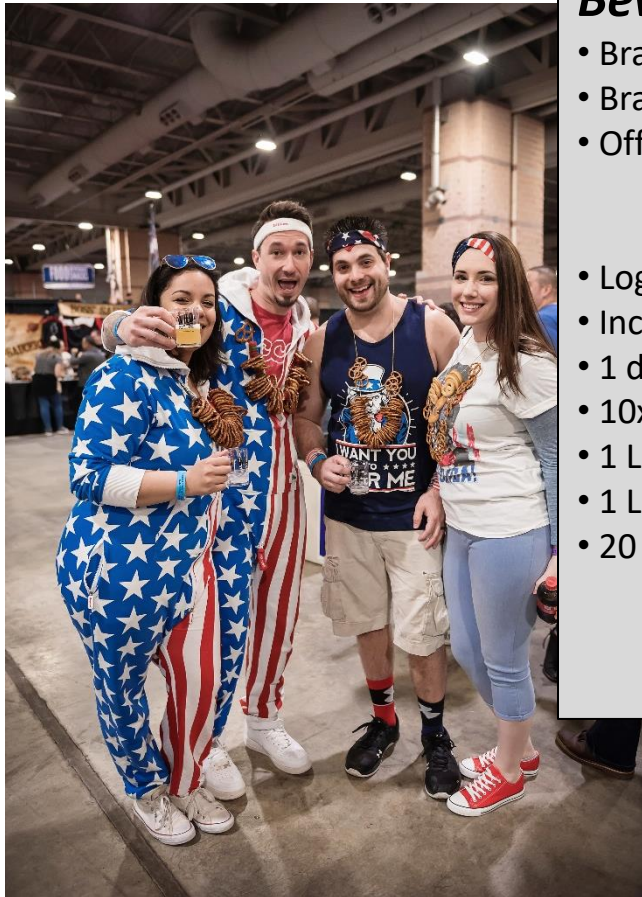
Over the years we've learned that attendees love the option of having tickets in hand. Our learnings with previous partners is that when an attendee comes into purchase festival tickets 70% of them make an additional purchase of beer, wine or spirits. Historically retailers sell 2,000+ event tickets leading up to the event.

Beverage Retailer Sponsorship

- Branding featured in print advertisements
- Branding on any merchandise
- Official retailer for festival tickets **** Exclusive ****
 - Point of Sale Provider – South Jersey
 - Share in ticketing profits \$2.50 per ticket sold at location
- Logo on Video advertisement
- Inclusion in all festival signage
- 1 deep discount pre-festival beer tasting and ticket event in store.
- 10x10 booth in premium location on festival site
- 1 Large banner signs in show area (banner provided by sponsor)
- 1 Large banners in show foyer / entrance (banner provided by sponsor)
- 20 Tickets to The Atlantic City Beer & Music Festival
 - Session #1 - 10 Tickets
 - Session #2 - 10 Tickets

Sponsorship Fee ***Contact us for Pricing***

- Event dedicated e-mail blast to your database
- Banner on sponsor website/inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)



Sponsorship

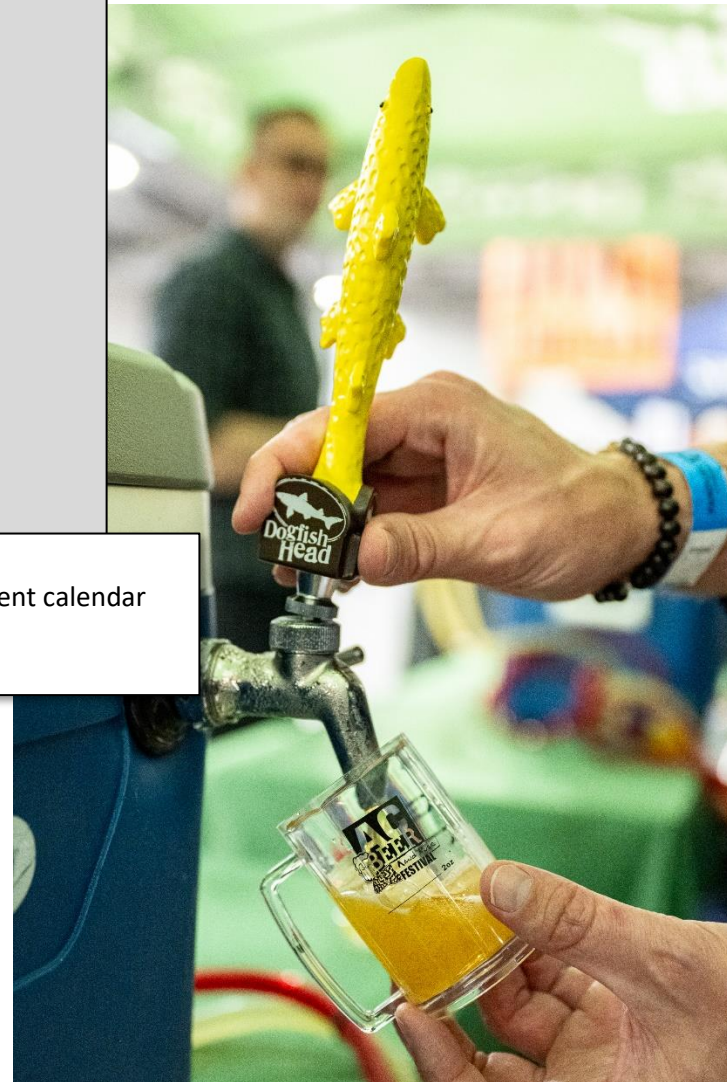


Sponsorship: Featured Brew

- ♣ 10x20 premium booth premium location
 - ♣ Custom activation with support from GTT
- ♣ 1 Large banner in show area (banner provided by sponsor)
- ♣ Branding on acbeerfest.com Sponsor Page
- ♣ Logo placement on event signage
- ♣ inclusion on festival promo materials
- ♣ 1 style including in cooking demos or seminars.
- ♣ VIP BEER
- ♣ Promo Video – Generated from Brewery (stock commercial)
- ♣ Ability to pour up to 6 styles (some restrictions apply)
- ♣ Inclusion in the AC BeerFest “Mystery BeerFest”
- ♣ 6 Exhibitor Badges
- ♣ Listing on Festival map
- ♣ 10 Tickets to The #ACBeerFest
 - ♣ Session #1 - 5 Tickets
 - ♣ Session #2 - 5 Tickets

Sponsorship Fee **Contact us for Pricing**

- Banner on sponsor website / inclusion on event calendar
- 1 IG – @acbeerfest Collaboration post
- 2 Social posts (dealers choice IG/META)



Brewery Participation

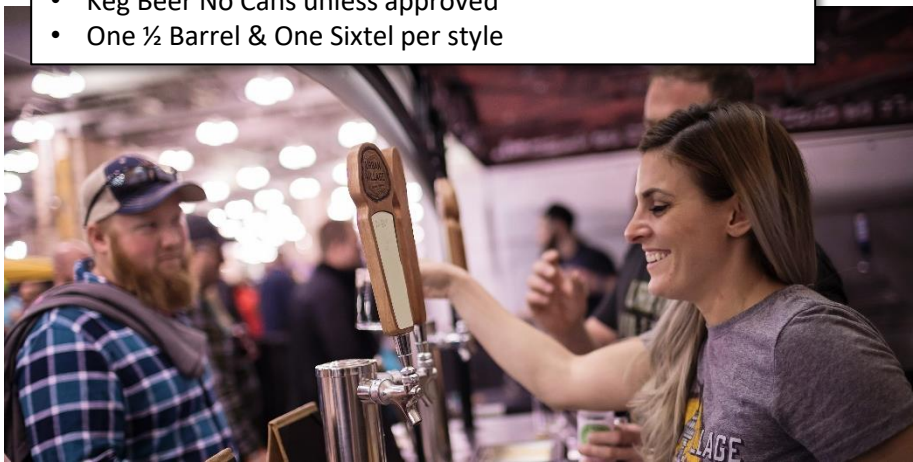


Put your brand in front of 12,000 plus festival goers.

- Activation includes:
- 10x10 Festival Space
 - 1 8ft Table – 2 chairs
 - 3 Exhibitor Passes
 - Ice / Ice Runners
 - Logo placements on:
 - acbeerfest.com – “Brewery Page”
 - IG @acbeerfest Collaboration
 - 1 Facebook Shout Out
 - Listing on Festival Map

- Fee **Contact us for Pricing**
- Inclusion on Brewery event calendar
 - 1 IG – @acbeerfest Collaboration post
 - 1 Social post (dealers choice IG/META)

- Brewery:
- 3 styles per 10x10 space
 - All beer poured is purchase
 - Keg Beer No Cans unless approved
 - One ½ Barrel & One Sixel per style



Exhibitor Participation



Put your brand in front of 12,000 plus festival goers.

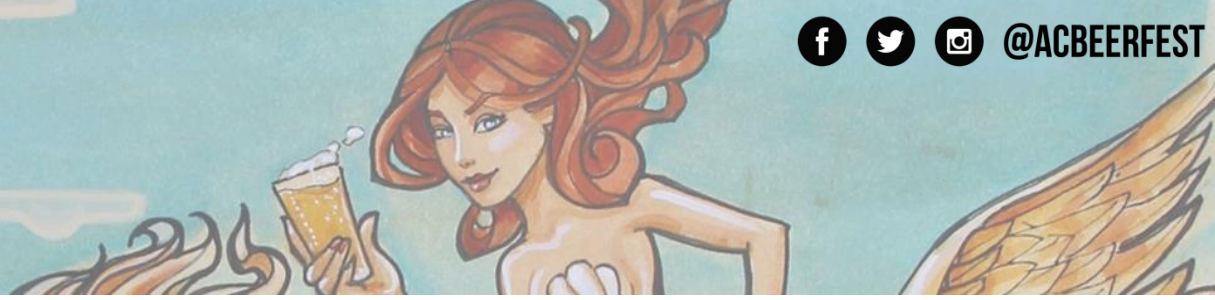
- Brand association with one of Atlantic City's most anticipated annual events.
- Social
 - 1 IG – @acbeerfest Collaboration post
 - 1 Social post (dealers choice IG/META)
- Logo placements on:
 - acbeerfest.com – “Vendor Page” (All Logos link back to your site)
- Vendor Space is sold in 10x10 units each unit includes:
 - 1 Table
 - 2 Chairs
 - 3 Exhibitors Passes

Fee **Contact us for Pricing**

- Inclusion on the Brewery event calendar
- 1 IG – @acbeerfest Collaboration post
- 1 Social post (dealers choice IG/META)



Contacts



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