



## **Iggy Beer Fest Sponsorship Opportunities**

*Let's craft something great together*

Iggy Beer Fest at Regis University is not just an event –it is a high energy celebration of craft, community and educational achievement. The gathering draws more than 400 attendees, including Regis students, families, alumni, faculty, staff and members of the local brewing community. This is where generations of Regis community come together over shared stories, local brews and bold opportunities for the future.

Iggy Beer Fest proudly showcases popular alumni-affiliated breweries from across the Denver metro area and beyond, highlighting the impact and success of our graduates in the craft beer industry. Guests enjoy craft brewed beers, food vendors, live music and opportunities to connect across generations of Regis community members. This is more than a festival — it's a celebration of tradition, talent and the thriving Regis community.

As a sponsor, you're not just putting your name on a banner but aligning your brand with a highly engaged, values-driven audience passionate about Regis University as well as craft culture. Your support will not only showcase your brand at one of our largest events but also reinforce your commitment to education and community.

Whether you're launching a new product or strengthening your brand presence in the Denver area, Iggy Beer Fest allows broad visibility to a dynamic audience.

### Event Highlights:

- Showcasing Regis Alumni affiliated craft beers
- Networking with industry professionals, educators and alumni
- Recognition of student achievements and future career paths

### **Gold Level / Presenting Sponsor (\$20,000)**

- Logo and name recognition in event and promotional materials:
  - Event signage
  - Iggy Beer Fest webpage
  - Additional on campus events throughout the year
- Ten tickets to Iggy Beer Fest
- Dedicated social media spotlights beyond event promotions, including sponsor features on LinkedIn and Instagram
- Community engagement component – inclusion in the Community Engagement newsletter (monthly distribution of approximately 1,000 Denver community recipients)
- Alumni engagement component – inclusion in Alumni Engagement newsletter (monthly distribution to approximately 25,000 nationwide)
- Booth or branded activation at Iggy Beer Fest for direct audience engagement
- Speaking opportunity at Iggy Beer Fest to engage directly with attendees
- Onsite branding opportunities including banners, giveaways or digital ads
- Opportunity for future marketing through speaker events specifically for alumni and students

## **Silver Level Sponsor (\$5,000)**

- Logo and name recognition in event and promotional materials:
  - Event signage
  - Iggy Beer Fest webpage
  - Additional on campus events throughout the year
- Six tickets to Iggy Beer Fest
- Social media inclusion for additional sponsor exposure
- Community engagement component – inclusion in the Community Engagement newsletter
- Alumni engagement component – inclusion in Alumni Engagement newsletter
- Booth or branded activation at Iggy Beer Fest for direct audience engagement

## **Bronze Level Sponsor (\$2,000)**

- Logo and name recognition in event and promotional materials:
  - Event signage
  - Iggy Beer Fest webpage
  - Additional on campus events throughout the year
- Two tickets to Iggy Beer Fest
- Community engagement component – inclusion in the Community Engagement newsletter
- Social media inclusion for additional sponsor exposure.

## **Entry-Level Sponsor (\$500- \$1,000)**

*\*Entry level sponsorship is available to small businesses & community partners*

- Logo and name recognition in event and promotional materials for on campus events throughout the year – not exclusively Iggy Beer Fest



**Interested in becoming a sponsor or learning more?**

**Contact Ashley Waterman, assistant director of alumni engagement,  
at [akloess@regis.edu](mailto:akloess@regis.edu) or 303.964.6137.**