

# HOP SCOTCH

SPRING BEER & SCOTCH FESTIVAL



Sponsorship Information and Festival Demographics  
2012 Festival • March 30th and 31st • Indoors at Fremont Studios

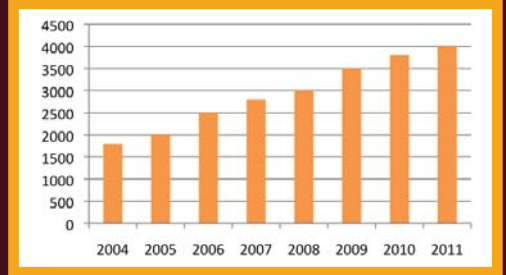


Produced by Bold Hat Productions  
As a Benefit for the Seattle International Film Festival

# Hop Scotch 2011 Statistics

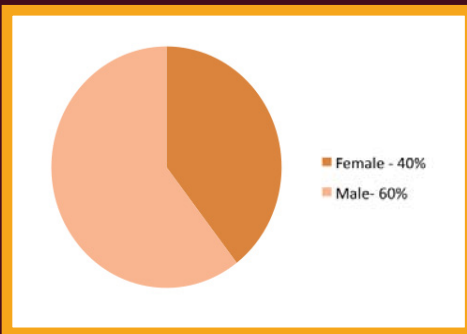
2012 brings the 10th annual Hop Scotch Spring Beer and Scotch Festival, March 30th and 31st indoors at Fremont Studios. Typically used for movie production, commercial shoots and various special events we transform The Studios into three swanky beverage tasting lounges. The festival features premier beer, scotch, wine and spirits for guests to sample finding the right fit for novices and experts alike. Along with an unforgettable tasting experience, guests are able to learn about how scotch is produced in our hour long scotch seminars.

## Attendance History

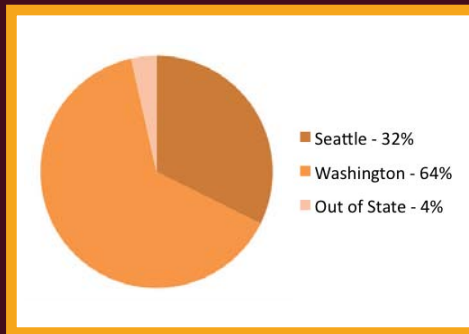


It is crucial to Hop Scotch to know who makes up our target market and we use two main methods to gather data. One is through our online ticket vendor, where we are able to collect demographic information about our guests through the ticket purchase page. The second is by capturing information from our on-site ticket purchasers through a survey at the Hop Stop merchandise booth.

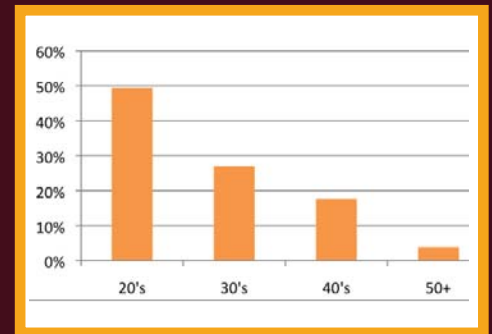
## Gender



## Residence

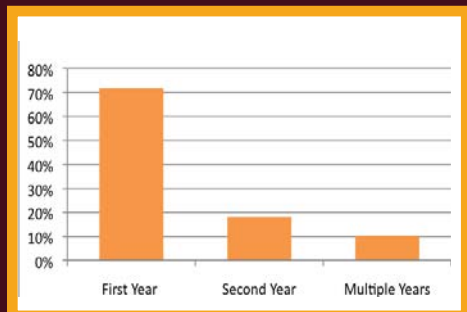


## Age

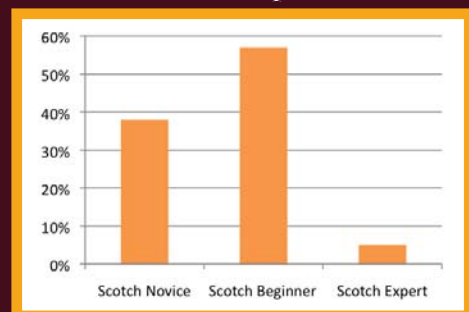


As an annual event it is important to us and to our sponsors to know if we are reaching the same audience year after year. We were able to poll our guests and found that our audience is comprised of largely first time attendees. It is also vital to know what experience level our guests have with our products and we found that a majority qualify themselves as novices when it comes to spirits.

## Repeat Audience



## Audience Experience



# Scotch

Hop Scotch hosts multiple venues for guests to taste and discover their spirit palate including the Spirit Garden, providing guests a sampler of 5 premium scotches and the Scotch Seminars which provide an in depth experience for experts and novices alike.



Hop Scotch celebrates the first tastings of the spring collection, featuring over 50 handcrafted microbrews and imports on tap. Each flavor is sampled in a 5 ounce taste allowing guests to discover their favorite spring brews.

# Beer



# Wine

With something for everyone Hop Scotch also features spring releases of Washington wines. Guests can opt to have just a taste or a full glass.



# Hop Scotch Promotion

## Collateral

Hop Scotch uses several pieces of event collateral to promote the festival in the greater Seattle area. These pieces include a poster, coaster and event program. The poster and coaster are distributed pre event with the program used on-site.



## Radio

Hop Scotch partners with dedicated Seattle area radio stations to promote the event through on air and streaming advertisements. Our partnering stations include MOVIN 92.5, 107.7 THE END, 103.7 The Mountain and KEXP. The event is also able to reach a larger network of broadcast stations through a long lasting relationship with Metro Networks traffic reports where Hop Scotch advertisements are aired on AM and FM radio stations during drive time.



## Print

Hop Scotch uses print media to promote the event to over one million readers in the greater Seattle area. Our dedicated print partners include both of the city's weekly newspapers, The Stranger and The Seattle Weekly. New in 2011, the event partnered with Seattle Met, one of Seattle's most popular monthly magazines for an extremely successful promotional campaign. These relationships included exposure in the printed publications but also inclusion on their corresponding websites and in their social media campaigns.

# SEATTLE WEEKLY The Stranger Seattle Met

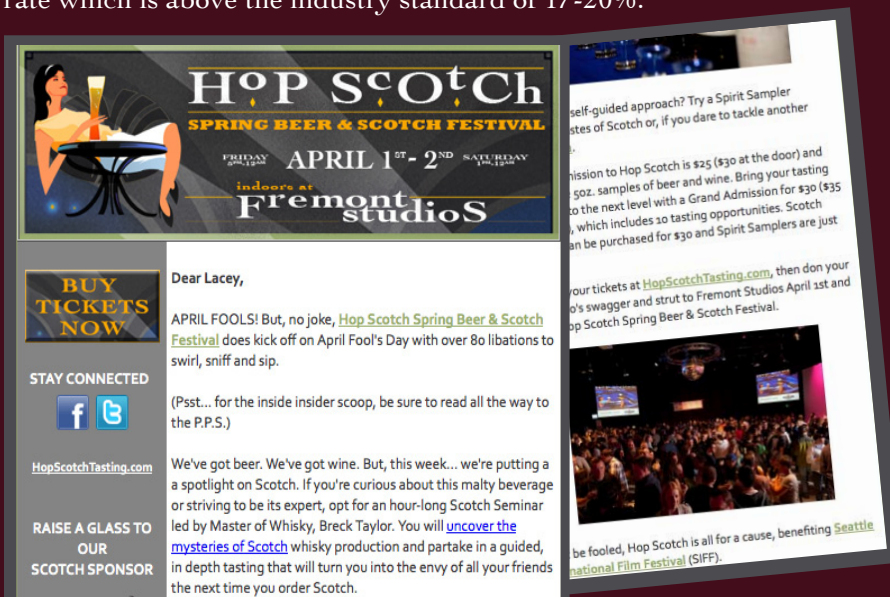


# Hop Scotch Online

**hopscotch tasting.com** The event concentrates information for guests on the Hop Scotch website providing a description about what the event features, complete descriptions of products pouring, links to purchase tickets as well as sponsorship promotion and fulfillment. Hopscotch tasting.com received over 40,000 hits and over 25,000 visitors.



**Email Marketing** Hop Scotch has cultivated a loyal following of over 4,200 opt in subscribers to a weekly email blast. These emails include updates on Hop Scotch event elements, sponsor participation as well as fun Hop Scotch promotions from ticket upgrades to volunteer opportunities. Hop Scotch eblasts average a 27.88% open rate which is above the industry standard of 17-20%.



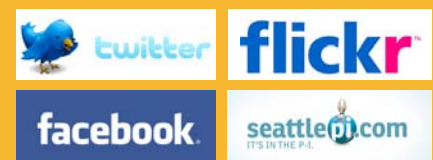
## Social Media

Hop Scotch utilizes a meaningful and dedicated social media campaign to aid with event promotion as well as updating current fans and followers with event information.

Twitter @hopscotch tasting has over 700 followers.

The Hop Scotch fan page on facebook has over 850 fans.

Hop Scotch's blog is posted on the Seattle P-I's online site.



# Hop Scotch Sponsorships

Ticketed Attendance • 4,000 Guests

Hop Scotch has a variety of sponsorship packages including title venue, on-site sampling, event glassware and more. We customize all of our sponsorships to best meet your company's marketing objectives and budget.

Range of Sponsorship Opportunities \$30,000 - \$1,000

## Presenting Sponsor

Value: \$56,400 • Cost: \$30,000

Hop Scotch attracts a broad demographic of guests with Scotch education, Scotch tasting, microbrew tasting and all for a worthy organization, the Seattle International Film Festival.

*Highlights: Naming rights as the Presenting Sponsor, television, radio and print promotion with several sponsored and purchased media partners including name and venue mentions, event branding, social media and online features along with on-site space.*

## Grand Tasting Room Sponsor

Value: \$11,900 • Cost: \$8,000

Align your brand with the main event attraction, the Grand Tasting room holds all 30 breweries, the Scotch Flights as well as Wine Tasting.

*Highlights: Brand highlighted on Grand Tasting Room electronic signage, online promotion and opportunity to activate on-site marketing space.*

## Glassware Sponsor

Value: \$10,700 • Cost: \$7,000

Each guest receives a commemorative glass for the microbrew and wine tasting as they enter the event. This glass features your logo opposite the event logo and leaves a lasting impression on guests year round.

*Highlights: Brand highlighted on festival glassware, online promotion and opportunity to activate on-site marketing space.*

## Scotch Sponsor

Value: \$4,300 • Cost: \$3,000

Align your brand as one of the five scotches of the Hop Scotch Scotch Flight.

*Highlights: Naming rights as the Scotch Sponsor, radio and print promotion with several sponsored and purchased media partners including name and venue mentions, social media and online features along with branding of the Scotch Tasting and Seminars.*

## Wine Sponsor

Value: \$7,600 • Cost: \$5,000

Showcase your wines at Hop Scotch pouring tastes or full glasses for our guests who want something more.

*Highlights: Naming rights as the Wine Sponsor, social media and online features along with activation of on-site Wine Tasting.*

## Beer Lounge Sponsor

Value: \$7,200 • Cost: \$6,000

Showcase your brand as the Beer Sponsor of Hop Scotch with a themed lounge and extensive pre-event promotion.

*Highlights: Naming rights as the Beer Sponsor, radio and print promotion with several sponsored and purchased media partners including name and venue mentions, social media and online features along with themed lounge.*

## Cigar Lounge Sponsor

Value: \$5,600 • Cost: \$4,000

Feature your cigars by presenting the Cigar Lounge where guests can enjoy premium cigars and full glasses of Scotch.

*Highlights: Naming rights as the Cigar Lounge Sponsor, social media and online features along with activation of on-site Cigar Lounge.*

## Volunteer Sponsor

Value: \$3,600 • Cost: \$2,000

Hop Scotch relies on devoted volunteers to execute the event, align your brand with their commitment and receive pre-event promotion and your brand on the volunteer t-shirt.

*Highlights: Brand highlighted on 500 Volunteer T-Shirts and significant online promotion in all volunteer recruitment efforts.*

## Exhibit Sponsor

Value: \$1,900 • Cost: \$1,000

Activate an on-site space to interact directly with festival guests.

*Highlights: Opportunity to activate on-site marketing space.*