



LAKEVIEW EAST

CRAFT BEER WEEK

LAKEVIEW EAST CRAFT BEER WEEK

MAY 17TH – 23RD, 2021

LAKEVIEW EAST CRAFT BEER WEEK

May 17-23, 2021

Working with many of our fine local Lakeview East craft beer establishments, we are bringing a weeklong craft brew celebration to Lakeview East! Registration is free for all participants and will give folks access to a weeklong craft beer celebration in the Lakeview East neighborhood!



LAKEVIEW EAST CRAFT BEER WEEK

- **Program dates: May 17th-23rd, 2021**
- To participate, you must offer at least 3 confirmed days of Craft Beer Week programming on a menu that is different than your everyday/week menu offering.
- You must work with actual Craft Beer partners during the week (work with distributor on selection).
- Menus are curated by each participating venue and can be just craft beer programming or food/craft beer pairing programming.
- Final craft beer week menus with dates must be sent to Joel Feinberg @ the chamber by April 15th in the form of a QR code if possible, for touchless scanning off the official craft beer week poster (which will be hung in all participating venues). If you are technology challenged, we can create a QR code for you.
- You must promote Craft Beer Week through your own social and digital channels.
- All participating venues must be current members of the LVECC.
- This event is FREE to attend, and each venue will handle their own logistics.
- There is NO CHARGE for member businesses.

GOLD SPONSOR

\$10,000

- Partner with the Lakeview East Chamber of Commerce, Lakeview East Craft Beer Week. Title Sponsor of all events with LVE CBW - Only one sponsor for this level
- Logo included on all marketing materials: social media ads, newsletter & event poster (hung @ all participating locations)
- Title sponsor mentioned in all press releases, media and advertising
- Featured as Title Sponsor on integrated digital/social media campaign
- Sponsorship of additional programs in 2021 – Wrigleyville Summer Series, etc
- Additional sampling opportunity in prime area near Wrigley Field
- Opportunity to distribute branded giveaways

Value: \$20,000+



SILVER SPONSOR

\$5,000

- Logo included on all marketing materials: social media ads, newsletter & event poster (hung @ all participating locations)
- Featured on integrated digital/social media campaign
- Opportunity to distribute branded giveaways

Value: \$10,000+



ENGAGEMENT

REACH **60,000** FOLLOWERS AND SUBSCRIBERS



12,000+



7,000+



9,000+



22,000+

WEBSITE REACHES OVER **109,530** ANNUALLY



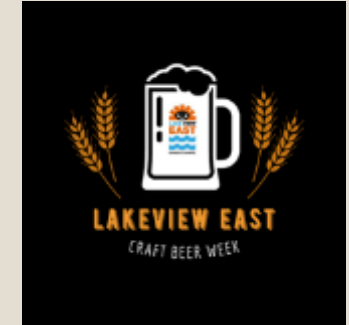
www.lakevieweast.com





SUPPORT LOCAL

80 + BARS & RESTAURANTS
1 MILLION+ TOTAL IMPRESSIONS





The Lakeview East Chamber of Commerce is a 510c3 non-profit organization serving the Lakeview East area, driving economic development and creating opportunities that are economically vibrant and diverse. Lakeview East services over 1200 businesses and is home to Wrigleyville and the bustling East Lakeview neighborhood.

CONTACT US TODAY!

Joel Feinberg
Business Development Manager
Lakeview East Chamber of Commerce
joel@lakevieweast.com
773-348-8608
www.lakevieweast.com