

LUNAR RENDEZBREW 27!!!

Saturday, May 15, 2021, 6 p.m.

Awards Ceremony Broadcast on <https://www.youtube.com/BayAreaMashtronauts>



BAY AREA MASHTRONAUTS HOMEBREW CLUB

Lynley Todd, Mission Commander
commander@mashtonauts.com
www.mashtonauts.com

Dear Sponsor:

This is our 27th anniversary of **LUNAR RENDEZBREW**, an amateur homebrewing competition and celebration hosted by the Bay Area Mashtronauts Homebrew Club. **LUNAR RENDEZBREW** is part of the Lone Star Circuit (LSC) which determines the best homebrew club in the state of Texas.

We anticipate 450 homebrew enthusiasts' entries from all parts of Texas and beyond to be submitted into this year's event. In keeping with our club's commitment to promoting the Texas business community, in particular the Clear Lake area, we ask for your participation as a sponsor of LUNAR RENDEZBREW. You may already know this sponsorship is a fully deductible business advertising expense.

The large homebrew festival portion of **LUNAR RENDEZBREW** has been cancelled for this year in the name of public safety during the pandemic. However, the Mashtronauts have adapted to our current circumstances and provided a wonderful competition portion of **LUNAR RENDEZBREW** full of great advertising opportunities.

We have already started promoting the event through our new YouTube channel with exciting videos announcing the event. Those will be followed up with other similar video productions from the beginning of the competition entry on February 22nd until the awards ceremony on May 15th. Those videos can contain your business name, product placement, or other creative advertising ideas. We also plan to hold an online silent auction the week of the awards ceremony leading up to the big announcement of the winners.

We offer four levels of sponsorship. Details follow but all levels come with the following benefits:

- Preferential advertising space in our event videos and website
- Publicly recognized sponsorship of a beer, mead or cider category during our awards ceremony
- Continuing recognition of your services throughout the coming year on our website
- Participation in our recorded awards ceremony

We encourage you to sponsor **LUNAR RENDEZBREW** to represent your business as we promote our event. Please review the attachment regarding sponsorship levels and benefits. Do not hesitate to contact me should you have any questions. On behalf of the Bay Area Mashtronauts, I look forward to your support and sponsorship. Thank you!

Sincerely,

Lynley Todd

Mission Commander, Bay Area Mashtronauts
commander@mashtonauts.com

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LUNAR RENDEZBREW *SPONSORSHIP LEVELS & BENEFITS*

Advertisement space in the **LUNAR RENDEZBREW** multimedia is filled on a “first pay, first serve” basis. Our goal is to give all sponsors the best ad spots possible to promote their business or service offered. All sponsors will be posted on our BAM Website with a hyperlink to the business’ website.

PIONEER: \$250.00

- Announced sponsorship of a Best of Show Award Category with 30 second video ad in the awards program.
- Your company’s name and logo displayed as an event sponsor on our website & Facebook page.
- Additional sponsorship recognition in promotional materials and videos leading up to the event.
- The Mashtronauts can work with you on your desired participation level in the actual video. We reserve the right to edit the video at our discretion based on time and content of the video.

APOLLO: \$150.00

- Your company logo displayed in the Sponsor Multimedia Presentation throughout the event.
- Your company’s name and logo displayed as an event sponsor on our website & Facebook page.
- Additional sponsorship recognition in promotional materials and videos leading up to the event.
- The Mashtronauts can work with you on your desired participation level in the actual video. We reserve the right to edit the video at our discretion based on time and content of the video.

GEMINI: \$100.00

- Your company’s name and logo displayed as an event sponsor on our website & Facebook page.
- Announced sponsorship of a Homebrew Style Award Category*.
- Recognition in at least one multimedia promotion leading up to the event.

MERCURY: \$50.00

- Your company’s name and logo displayed on the item page of the online silent auction website for donations.
- Your company’s name and logo displayed as an event sponsor on our website & Facebook page.
- Silent auction sponsors will be listed at the end of the awards ceremony broadcast.

*** Category Sponsorship for ALL Sponsorship Levels:**

Over 30 types of beers, meads and ciders (and possibly other alcoholic beverages) will be judged at **LUNAR RENDEZBREW**. Each category is sponsored and publicly recognized during the Awards Ceremony. Each sponsor may choose a category to support. Coordinate this with your Mashtronaut contact. Examples of categories include:

American Lagers and Ales, European Lagers, Bitters and English Pale Ales, American Pale Ales, German Ales, Belgian and French Ales, Specialty Beers, as well as Meads and Ciders. For a full list go to <http://bjcp.org/stylecenter.php> and, at the top, click on either Beer, Mead or Cider Style Guidelines. Requested sponsorship of a category is available on a “first pay, first serve” basis.

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LUNAR RENDEZBREW Sponsor Form

Questions? Please connect with your club contact first. Alternatively email Mission Commander Lynley Todd at commander@mashtronauts.com or Tristin Marcks at pilot@mashtronauts.com.

PAYMENT INSTRUCTIONS AT BOTTOM OF PAGE.

Business Name: _____ Today's Date: _____

Street Address: _____

City, State, Zip: _____

Business Phone: _____

Business Contact: _____ Contact's Phone: _____

Please mark items below. If you desire to sponsor a particular category of beer, mead or cider you can reference this link: <http://bjcp.org/stylecenter.php>. At the top, click on Beer, Mead or Cider Style Guidelines to see various categories. If not selected one will be assigned. Note: Some categories may be merged for the competition.

Sponsorship Level: PIONEER \$250 APOLLO: \$150 GEMINI: \$100 MERCURY: \$50

Requested Category to Sponsor: _____

SWAG DONATIONS: Please donate items for **LUNAR RENDEZBREW**, these are much appreciated! They do not have to be beer or alcohol related. Some examples: Movie tickets, coupons for free meals and/or services, etc., but also kegs of beer, neon signs, metal signs, t-shirts, hats, glasses and more. Items used in the Silent Auction count towards sponsorship level including advertising at the Apollo level. Our Silent Auction gets a lot of advertising-value! If you can donate, please mention what the items are below. Thanks!

Please pay by check or Square.

BY CHECK: Endorse to "Bay Area Mashtronauts" then give to your club contact, or mail to
BAY AREA MASHTRONAUTS HOMEBREW CLUB, 563 West Bay Area Boulevard #311, Webster, TX 77598

ONLINE PAYMENTS: The Mashtronauts have an online store through Square. The sponsorship options are listed as items on the store website at: <https://my-site-106294-108232.square.site/>. Email officers@mashtronauts.com regarding any silent auction donation items.

THANKS FOR YOUR SUPPORT!!!