



August 7, 2021  
Presented by Blue Lakes Rotary Club  
Sponsorship Information

Why do we raise money?

Blue Lakes Rotary is a hard-working club, supporting our community in many ways. Our accomplishments include support of Rising Stars, the Twin Falls Optimist Youth House, The Wellness Tree and enhancements at Blue Lakes Rotary Park. We have endowed scholarships with the Twin Falls School District Education Foundation and CSI Foundation. Over the years our love for beer has also assisted Twin Falls County Search & Rescue, the Veteran's Council, CASA, Twin Falls Senior Center, and Magic Valley Trail Enhancement.

Beer Festival proceeds are put back into the community – Magic Valley High School, CSI Foundation, area elementary schools and local charities – and toward the support of Rotary International programs, such as Rotary Youth Exchange and Rotary Youth Leadership Award. We have participated in matching grant humanitarian projects to help people have potable water, make farming more sustainable and to provide microcredit loans to start small businesses. We ask you to engage with Blue Lakes Rotary to change the world with each student, each family and each project we touch.

2019 Beer Festival Statistics

1,493 Beer Tasters  
296 Designated Drivers  
56 Distributors & Brewers  
88 Volunteers  
7 Vendor booths  
\$59,057 net proceeds  
Beneficiaries include:

Rising Stars · Magic Valley High School Scholarship Endowment  
Rotary Youth Leadership Awards · CASA · CSI Scholarship  
Twin Falls High School VISA program · CSI Foundation · Rotary Youth Exchange  
Veterans Council · The Dictionary Project for 3<sup>rd</sup> Graders  
MV Art Council Missoula Children's Theatre Classes

*Statistics are approximate*

Despite not being able to host the Beer Festival in 2020, we had generous Sponsors that still supported the Blue Lakes Rotary Club Projects.

Thank you to our 2020 Sponsors



## Levels of Sponsorship

	Golden Barrel \$1,500	Silver Pitcher \$750	Bronze Pint \$500	Friends of Blue Lakes Rotary \$250
2021 Beer Fest T-Shirts	2			
Poster	Large Logo	Small Logo		
Day of Event Marketing	Yes	Yes	Yes	
Times News Thank You Ad	Large Logo	Small Logo	Text	
Complimentary Tickets	8	4	2	
Advance Ticket Purchases	10% discount	5% discount		
Website & Facebook	Yes	Yes	Yes	
Display Banner Day of Event	Yes	Yes	Yes	Yes
Times News Letter	Yes	Yes	Yes	Yes
Day of Event Brochure	Logo	Logo	Logo	Text

*Anonymity is an option*

Posters: Approximately 250 11x17 color posters will be hung throughout the Magic Valley.

Day of Event Marketing: Have a booth, showcase your products, or promote your business. Advance approval required.

Website: This remains open year-round. Your information will remain until the following spring.

Day of Event Brochure: Multi-page, colored brochure listing all brewers present, the beers they are pouring, food vendors, and other important "day of event" information. Samples of 2019 brochures available.

## 501 (c) 3

Blue Lakes Rotary Club accepts tax-deductible charitable contributions through "Rotary District 5400 Charitable Programs Inc.", a 501(c)3. All sponsor checks should be written to that entity.

P.O. Box 1132  
TWIN FALLS, ID 83303-1132

[www.BlueLakesRotary.com](http://www.BlueLakesRotary.com)  
[www.MagicValleyBeerFestival.com](http://www.MagicValleyBeerFestival.com)

NAME  
Event Organizer  
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