



HUMMINGBIRD ALE RELEASE PARTY



SPONSORSHIP OPPORTUNITIES

DOUBLE IPA SPONSOR \$10,000

- Recognition as title sponsor for the Hummingbird Ale release party: Ales for ALS event.
- Recognition as title sponsor on the Hummingbird Ale release party registration website.
- Inclusion on the Hummingbird Ale release party marketing flier as title sponsor of the event.
- Dedicated social media post with recognition as the title sponsor for Hummingbird Ale release party.
- Twenty (20) raffle tickets and twenty (20) Hummingbird Fund engraved pint glasses.
- Special thanks in Hummingbird Fund remarks at the August 5 event at Starr Hill Breweries.

IPA SPONSOR \$5,000

- Recognition as event sponsor for the Hummingbird Ale release party: Ales for ALS event.
- Recognition as a event sponsor on the Hummingbird Ale release party registration website.
- Inclusion on the Hummingbird Ale release party marketing flier as sponsor of the event.
- Dedicated social media post with recognition as sponsor for Hummingbird Ale release party.
- Ten (10) raffle tickets and Ten (10) Hummingbird Fund engraved pint glasses.
- Special thanks in Hummingbird Fund remarks at the August 5 event at Starr Hill Breweries.

PALE ALE SPONSOR \$2,500

- Recognition as event sponsor for the Hummingbird Ale release party: Ales for ALS event.
- Recognition as a event sponsor on the Hummingbird Ale release party registration website.
- Inclusion on the Hummingbird Ale release party marketing flier as sponsor of the event.
- Four (4) raffle tickets and four (4) Hummingbird Fund engraved pint glasses.

LAGER SPONSOR \$1,500

- Recognition as event sponsor for the Hummingbird Ale release party: Ales for ALS event.
- Recognition as a event sponsor on the Hummingbird Ale release party registration website.
- Two (2) raffle tickets and two (2) Hummingbird Fund engraved pint glasses.

ABOUT THE EVENT AND HUMMINGBIRD FUND

The Hummingbird Fund will partner with Starr Hill to take on ALS on August 5, 2023 with a dual-location event. We will celebrate the release of Starr Hill's new Ales for ALS brew, Hummingbird Ale, at the Charlottesville and Crozet tap rooms. The event on Saturday, August 5 will support vital ALS research at the ALS Therapy Development Institute (ALS TDI). By sponsoring this event, you'll be enjoying great beer, great entertainment, and supporting an even better cause – research to end ALS.

The Hummingbird Fund is housed within the Charlottesville Area Community Foundation, and was founded in 2021 by Jim and Peggy Plews-Ogan. The organization intends to serve as an accelerator for innovation in ALS research, advocacy and overall functional support, via stable and sustainable partnerships that are patient/family centric and kind. **If you'd like information about sponsoring multiple upcoming Hummingbird Fund events, please email hummingbirdfund@gmail.com.**

Learn more about Hummingbird Fund's work at hummingbirdfundva.com