



2nd Annual
FOOD & BOOZE PASSPORT

Jan 9th - April 30th 2026



PASSPORT

Join us for the Passport Event Series, held each winter (**January to April**) and summer (**June to August**), aimed at boosting foot traffic to bars and restaurants during their slower seasons.

Campaign Highlights

- This limited-time initiative encourages guests to discover various local bars and restaurants.
- Participants can earn rewards from you by checking in at each location they visit.

WE ARE SEEKING A GROUP OF SPONSORS TO CARRY ON THE MISSION OF PRESENTING EXCEPTIONAL FOOD AND BOOZE EXPERIENCES TO THOUSANDS OF ATTENDEES IN 2025.

SIZE & SCOPE

50 Participating Bars

1,750+ Passports Printed

5 Neighborhoods Covered

15,000+ BrewedAt Social Media Followers

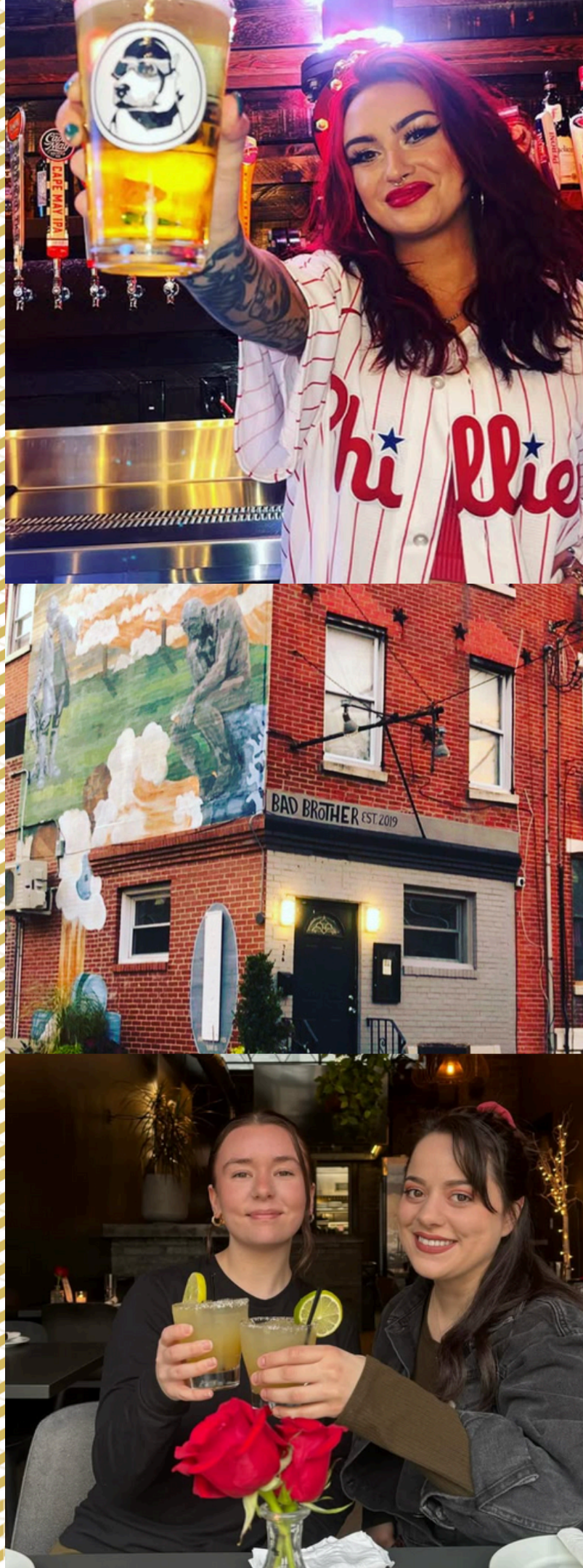
500,000+ Total Social Media Impressions/Exposure

Displayed Materials at **60** Participating Bars

Target Audience: **Gen Z & Millennials**

PAST LOCATIONS





EXCLUSIVE SPONSOR

“Powered By” Your Brand (\$10,000)

1 Available Per Passport Season

- **Exclusive naming rights: Passport powered by [Brand Name]**
 - **Logo on cover of all passports, signage, website, emails, push notifications, and event materials (1,750 Passports minimum)**
 - **First placement on press releases and front page of social media posts (60+ posts across platforms - est. reach 500,000+ accounts)**
 - **Access to consumer participant data through Let's Rallie (consumer insights, demographics, check-ins, etc.)**
 - **Ability to include branded merch or giveaway in the random prize package drawing for consumers**
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- **B2C Exclusive** - Pop-up activations at 5 participating bars (first choice of bars)
 - **B2B Exclusive** - 50 Co-branded kraft boxes w/ branded products or deals included and hand-delivered directly to bar staff during BrewedAt's material drop-off.
 - **B2B Exclusive** - Ability to include branded coupon to every participating bar
 - **B2B or B2C** - Booth activation at all 6 wrap up parties and to giveaway to Merch or Materials

EXPOSURE SPONSORS

City Wide (\$2,500)

4 Total Available

- **Logo prominently positioned on select passport pages and marketing (1,750 Passports minimum)**
- **Social media promotion (60+ posts across platforms - est. reach 500,000+ accounts)**
- **On-site activation at 2 participating bars**
- **Ability to include branded merch or giveaway in the random prize package drawing for consumers**
- **B2B or B2C** - Invitation to 3 Wrap-Up Parties at the Brewery to Giveaway Merch or Materials
- **B2B Exclusive** - Ability to include branded coupon to every participating bar



LOCAL SPONSORS

Neighborhood Bar (\$500)

3 Available Per Passport Region – 18 Total Available

Local businesses can purchase multiple slots across different passport regions.

- **Logo on select passport pages and marketing**
- **(250 Passports minimum)**
- **Social media promotion (10+ posts across platforms - est. reach 100,000+ accounts)**
- **Ability to include branded merch or giveaway in the random prize package drawing for consumers**
- **B2B Exclusive** - Ability to include branded coupon to every participating regional bar
- **B2C Exclusive** - Ability to Sell Passports On-site at B2C locations
- **B2C or B2B Exclusive** - Invitation to the local Wrap-Up Party at the Brewery



PASSPORT SPONSERS



Red Bull®

ENERGY DRINK

VIP TICKETS TO A REDBULL SPONSORED
PHILADELPHIA EVENT (TBD)

2X \$200 RED BULL GIFT CARDS



2X FLYERS TICKETS
(4/15 VS. COLUMBUS BLUE JACKETS)

3X SURFSIDE HAT
3X SURFSIDE T-SHIRT



1X SPACE CADET HAT

1X SPACE CADET X
BOOZY MUTT COLLAB
T-SHIRT



1X PRODUCT BASKET

2X TICKETS FOR PHILADELPHIA
DISTILLING TOUR



THE KINSEY TRIO (RYE, BOURBON, AND
AMERICAN WHISKEY IN 375ML BOTTLES)

5X BREWEDAT
BOTTLE OPENERS

4X TICKETS TO
"CRAFTED IN
PHILLY"



CHEERS!



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