



THE 17TH ANNUAL
ATLANTIC CITY
BEER & MUSIC FESTIVAL

BADER FIELD
JUNE 3 & 4
ACBEERFEST.COM

Overview

“the celebration of the suds” {discover beer and music}

2022 Recap

The Event

The attendee

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Recap 2022

"Beer is proof that God loves us and wants us to be happy." Benjamin Franklin

2022 Atlantic City Beer & Music Festival

- Total Attendance 14,000
- 136 Local and National Breweries
- 600+ Beers
- 6 Touring Bands
- 8 Local Bands
- 13 Restaurants
- 98 Vendors
- 9 Seminars
- 9 Cooking demos
- 5k Run (with Beer)
- 3,200 Rooms Booked



2022 was a whirlwind, literally though, Bader Field is super windy. The Atlantic City Beer & Music Festival was back outside and fully embraced all that mother nature has to offer. After moving from the convention center in 2021, having the festival outside again in 2022 solidified Bader Field as our home. Our attendees are delighted to be back outside for the foreseeable future as we continue to grow The Atlantic City Beer & Music Festival.

2023 Expectations

2023 Atlantic City Beer & Music Festival

- Expected attendance: 20,000
- 150+ Brewers
- 600+ Beers
- 6 Bands
- 12 Pop-up Restaurants
- 100 Vendors
- 9 Seminars
- 9 Cooking Demos
- 8 Interactive Experiences
- And thousands of friends



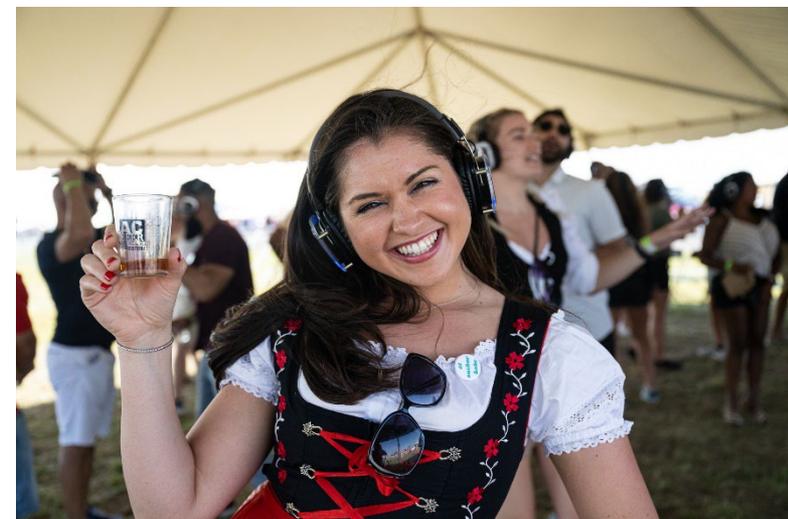
The Atlantic City Beer and Music Festival always creates a spectacle and the seventeenth year is no different from the previous sixteen. We are here to celebrate craft beer in Atlantic City, 2023 will be no different. After a move to Bader Field, the GTT team is inspired to switch it up and add new layers of fun and experience to the weekends now outdoor vibe. We are packing the “Field” in anticipation of 20,000 attendees, 150+ brewers, 600 beers, interactive seminars, cooking demos, live music, and soooo much more. Additions include an acoustic stage, the hilarious beer cup derby, silent disco, giant cornhole as well as programs from prior years will ensure that Bader Field transforms into an adult playground filled with suds, grub, and fun. The festival continues its organic transition taking on major headliners and six independent bands, setting the soundtrack and cementing the Atlantic City Beer and Music Festival as the most anticipated event on the east coast.

Who is the ACBF Attendee?

After 16 years of a festival, we've gotten to know our attendees relatively well. We have well over a decade of interacting, polling, and asking the questions that help make the Atlantic City Beer & Music Festivals one of the best of its type in the country. Over the years our relationship with our consumer has created trust. The trust that we as festival producers know what partners attendees want to interact with, and the experiences they are interested in being a part of. This insight allows us to continue to grow the event year over year.

The Beer Fest attendee is

- Age Range: 26 – 52
- 68% Male
- 40% Female
- 47% Married
- Income range \$65,000 – \$120,000
- Average group size 4 attendees
- Average ticket purchase 6 weeks prior to the event.



Breweries

17 years running, *The Atlantic City Beer and Music Festival* continues to bring the best breweries in the country to this seaside city. The 2023 event will be no different featuring over 150 breweries and 600+ beers. This festival is the greatest celebration of beer and the amazing people who create it. Attendees are encouraged to ask questions and take their beer knowledge to the next level all while drinking better beer. This truly is a celebration of the suds!

For 4 years in a row the Atlantic City Beer & Music Festival has placed in the top 3 of the USA Today's 10 Best Readers Choice Award for "Best Beer Festival", and a huge reason for that is the events amazing selection of breweries and beers.



The Sounds

The 2023 event takes on the biggest musical acts yet. In the last few years, the Atlantic City Beer & Music Festival has featured amazing acts such as Alkaline Trio, New Found Glory, Saves The Day, The Bouncing Souls, Reverend Horton Heat, The Dirty Heads, Taking Back Sunday, Less Than Jake, Lucero, Everclear, Rusted Root, Dashboard Confessional, Reel Big Fish, Flogging Molly, The Used, SOJA, The Wonder Years and so many more. Our festival booking agency, Near Dark Entertainment has secured what we believe to be the biggest headline acts to date for the 2023 Atlantic City Beer and Music Festival. We are beyond excited to welcome _____ and _____ to our seaside city for the 17th annual Atlantic City Beer & Music Festival!

Session 1
Saturday, June 3rd

Session 2
Sunday, June 4th

Band Announcement
February 2023

The BUZZZ

"He was a wise man who invented beer." Plato



Eli Colon reviewed The Atlantic City Beer and Music Festival — 5★
April 4 · 🌐

Been to a few beer fests , but, this one is by far the best one I've been to. Brought some friends with for their first beer fest and we're already planning for next year.. can't wait! GREAT TIMES!

Like Comment Share



Debbie Michael Wilkins reviewed The Atlantic City Beer and Music Festival — 5★
April 2 · 🌐

This was our first AC beer fest and we had a great time! We ran the 5K then did the afternoon session. There were so many breweries that after 4 hours we still were seeing new ones. The event was very well organized, with good food, and fun things to do. I was very happy with the bathroom situation for women. I never waited more than a few minutes. We will definitely be back next year!

Like Comment Share



Harry C Sheldon III reviewed The Atlantic City Beer and Music Festival — 5★
April 2 · 🌐

We had an overall great experience at the AC beer fest!!! It was well laid out, so much to do , see and taste. Everybody was very nice to each other even when plenty of beer was consumed. We look forward to many more beer fest trips in the future!!!

Like Comment Share



Sue T.
Farmingdale, NJ
64 friends
348 reviews
714 photos
Elite '17



1 check-in

Listed in [BEST places to find good craft beer](#)

This is, by far, the best beer festival I have attended, & I have attended a few! The organization of the even is spot on, the participating breweries are excellent & plentiful, & w hotels & jitneys for transportation there are no worries at all. Love it, & this was my 3rd year.



1 check-in

What an amazing event. Went here for my bachelor party and I'm so glad I did because all fifteen guys now want to make this a tradition to come every year. In the beginning it's a little crazy, everyone is thirsty for beer and the lines get a little long but once everyone settled in for the long haul, things seemed to settle down. There were a lot of events to try while enjoying your free sample. beer pong tournament and a silent dance party where everyone wears headphones dancing. It looked like it was fun. I've been to a lot of beer events and this one wins hands down. If your lucky to grab a ticket, you should try it out. Well worth it. Can't wait for next year!!!



Ken D.
Malvern, PA
70 friends
65 reviews
73 photos



Listed in ["Downashore"](#), [The Yelp 100 Challenge](#)

Another year another awesome festival. For beer lovers this has to be Mecca. 90 different brewers and the Bouncing Souls.....what more could you ask for. Stopped by the Yelp table and had a laugh with Michelle C. and met the Long Island CM Drew A. We had such a good time I cannot wait for next year!



Ron C.
Philadelphia, PA
173 friends
226 reviews
580 photos

Messaging

"Give me a woman who loves beer and I will conquer the world." Kaiser Wilhelm

A lot has changed in the marketing world over the last sixteen years. When we first started marketing the event, we used Myspace. Now with so many social options, some of the traditional forms have gone out the window. The festival evolved with Facebook and was one of the first festivals of its type to lean into the movement, only accepting organic interactions and follows. Over 17 years, the event has grown a significant social and fan base. We use this as the base to develop and drive engagement while reinforcing the event with traditional forms of advertising.

Radio (Longport Media)
103.7 WMGM Rocks! but not limited to

Videos:
Content created to endorse the festival and festival partners. The festival uses video to give consumers an idea of what to expect from the event.
<https://www.facebook.com/acbeerfest>
<https://www.instagram.com/acbeerfest>
YouTube (example <https://youtu.be/uQMI-GTpHnc>)

Digital
www.acbeerfest.com Google ads
<https://www.facebook.com/acbeerfest> NJ.com
<https://www.instagram.com/acbeerfest>
newjerseycraftbeer.com
southjerseybeerscene but not limited to



Out of Home
(6) Billboards (Philly DMA)
Posters/Postcards at all participating brick and mortar partners
Street promo teams
On location tickets sales but not limited to

The Place

"An oppressive government is more to be feared than a tiger, or a beer." Confucius

As of 2021, Bader Field has become the new home of the Atlantic City Beer and Music Festival. The move to Bader Field came as need to facilitate the states first "post" Covid event. The outside open air festival was an immediate hit. With the outdoor festival being so popular and convention center prices rising the change was necessary and obvious.

Bader Field, also known as Atlantic City Municipal Airport, was a city-owned public-use general aviation airport located in Atlantic City, in Atlantic County, New Jersey, United States. It was approximately one mile from the terminus of U.S. Route 40 and U.S. Route 322. Bader Field permanently closed on September 30, 2006. It was named after the former mayor of Atlantic City, Edward L. Bader, who purchased the land for the airfield.

Bader Field's total space is 142 acres. Several yearly festivals, tournaments and races are held at Bader Field. This is a unique property because of its size which in turn leads to ample opportunity for events in this area.

Bader Field
545 N Albany Ave
Atlantic City, NJ 08401



Get Involved

"No soldier can fight unless he is properly fed on beef and beer." John Churchill

HOW DO I GET INVOLVED?

Sponsorships

- Presenting
- Hotel
- Ace Sponsorship
- King Sponsorship
- Queen Sponsorship

Breweries

- Craft
- Import
- Mead
- Awards

Restaurants

- Sales opportunity
- Sample & Sales
- Tastings



Vendors

- Apparel
- Food
- Music related
- Beer Gadgets
- Fun Related

Entertainers

- Chefs
- Bands
- DJ's
- Models
- Personalities

Volunteers

- Labor
- Hospitality
- Pourers (Must get Tips Certified)



Get your business in front of a crowd of over 20,000+ beer lovers, music enthusiasts, friends and family out to have a great time at Atlantic City's favorite event, *The Atlantic City Beer and Music Festival*.

Sponsorships

Custom Sponsorships

We know that every company has different goals when it comes to activation, price point, as well as needs from festival partners. No one proposal suits everyone, event producers understand that and work with sponsor partners to create the best possible way for sponsor partners to interact with the over 20,000 festival attendees that visit Atlantic City for this annual celebration.

What do you look for when activating on location for an event or festival?

Whether its pre, during or post festival our goal is to make sure attendees remember your brand and its association with the event. Creating positive memories as it relates to a person place or thing often reaffirms a consumer's relation with a product creating a positive ROI and repeat customer.

The sponsorship slides below offer a start to partner opportunities. And should be used as a starting point. Each sponsorship can be tailored to activate your specific brand needs.

Presenting

Sponsorship

Sponsorship: Presenting

- ♣ The Atlantic Beer and Music Festival Presented by [your brand]
- ♣ Custom Activation (GTT will work w/ sponsor to create maximum exposure pre, during & post festival)
 - ♣ This is an activation based on total brand needs
- ♣ Branding Opportunities
 - ♣ Presented by on digital ticket header
 - ♣ Branding on 20,000 tasting glasses (every attendee gets one)
 - ♣ Branding on all clothing merchandise as presenting
 - ♣ Branding on event wristbands (worn by every attendee)
 - ♣ Branding on video advertisement (as presenting sponsor)
 - ♣ Branding on Festival MAP (as presenting sponsor)
 - ♣ Branding placement on acbeerfest.com "Sponsor Page"
 - ♣ Branding inclusion in onsite signage
- ♣ 3 Large banners in show area (banner provided by sponsor)
- ♣ Complete festival attendee database
- ♣ Engagement opportunities
 - ♣ These are opportunity's for sponsor partner to participate in existing programs associated with the festival to increase activation.
- ♣ 728x90 banner on acbeerfest.com rotation
- ♣ Collateral placement in VIP bags
- ♣ 100 Tickets to The Atlantic City Beer & Music Fest
 - ♣ 50 Tickets Session #1
 - ♣ 50 Tickets Session #2



- ### Added Value:
- Festival support events
 - Food and beverage activation
 - Attendee Room Block



- ### Sponsorship Fee – Contact for pricing
- Event dedicated e-mail blast to your database
 - 20 comp rooms Friday to Monday (festival dates)
 - Banner on sponsor website / inclusion on event calendar
 - 5 Dedicated Social posts

Ace

Sponsorship

Sponsorship: ACE

♠ Custom Activation

(GTT will work w/ sponsor to create maximum exposure pre, during & post festival)

♠ 20x20 prime event activation location

♠ Event Branding

- ♠ Branding featured in print advertisement
- ♠ Branding on video advertisement
- ♠ Branding on stage side banners
- ♠ Branding placement on acbeerfest.com "Sponsor Page"
- ♠ Branding inclusion in onsite signage

♠ 4 Sponsor related posts social posts

♠ 728x90 banner on acbeerfest.com

♠ 1 Large banner in show area (banner provided by sponsor)

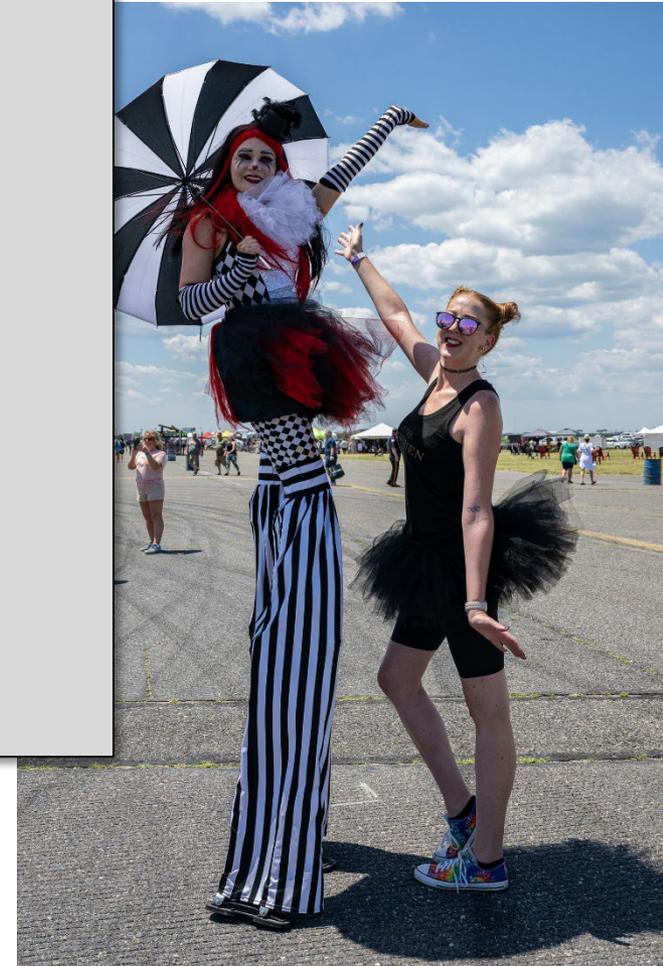
♠ 1 Large banner in show foyer / entrance (banner provided by sponsor)

♠ 40 Tickets to The Atlantic City Beer and Music Festival

- ♠ 20 Tickets Session #1
- ♠ 20 Tickets Session #2

Sponsorship Fee – Contact for pricing

- Event dedicated e-mail blast to your database
- Banner on sponsor website / inclusion on event calendar
- 3 dedicated social posts



King and Queen

Sponsorships

Sponsorship: KING

- ♥ 10x20 Activation location
- ♥ Branding featured in print advertisement
- ♥ 1 Large banner sign in show area (banner provided by sponsor)
- ♥ Facebook announcement of sponsor participation
- ♥ 728x90 banner on acbeerfest.com
- ♥ 6 Exhibitor passes
- ♥ 20 Tickets to The Atlantic City Beer and Music Festival
 - ♥ 10 Tickets Session #1
 - ♥ 10 Tickets Session #2



- Sponsorship Fee – Contact for pricing
- Banner on sponsor website / inclusion on event calendar
 - 3 Dedicated Facebook and Twitter posts



- ## Sponsorship: QUEEN
- ♣ 10x10 premium booth premium location
 - ♣ 1 Large banner in show area (banner provided by sponsor)
 - ♣ Branding on acbeerfest.com Sponsor Page
 - ♣ 5 Exhibitor Badges
 - ♣ 10 Tickets to The Atlantic City Beer & Music Festival
 - ♣ 5 Tickets Session #1
 - ♣ 5 Tickets Session #2

- Sponsorship Fee – Contact for pricing
- Banner on sponsor website / inclusion on event calendar
 - 3 Dedicated Facebook and Twitter posts

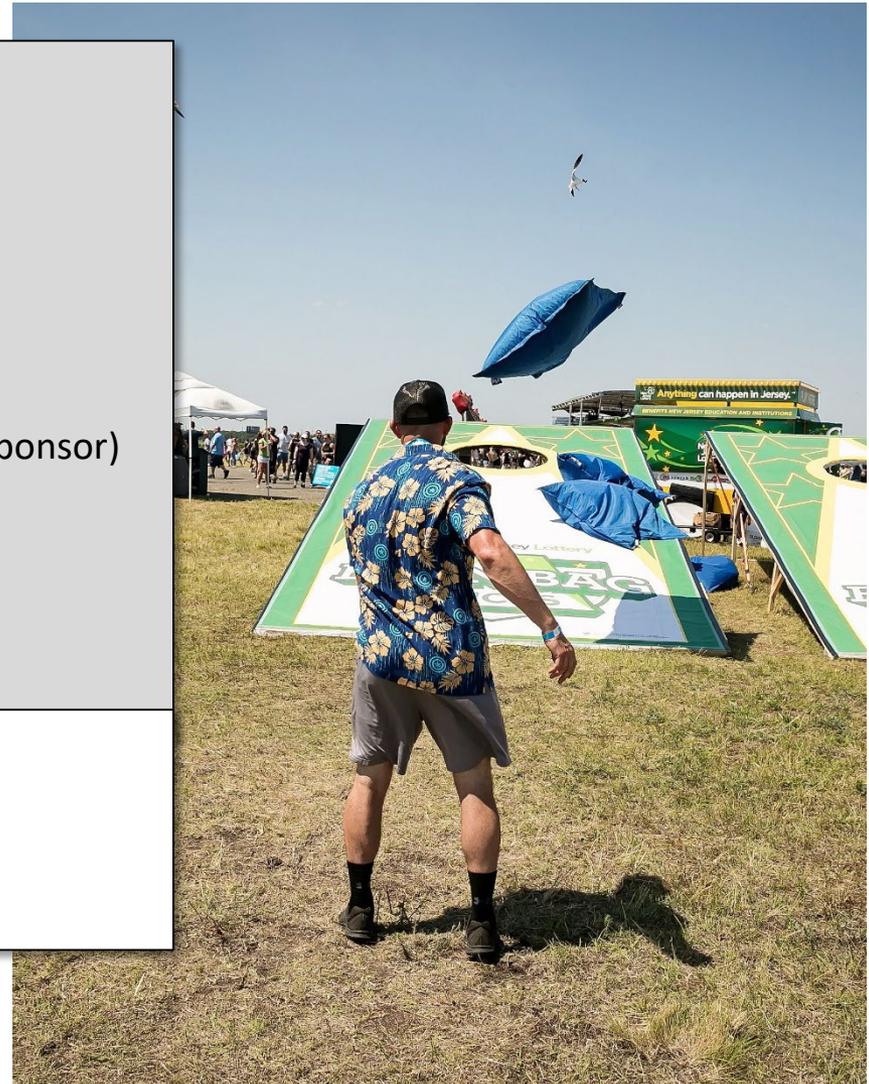
Sponsorship

Sponsorship: Cornhole

- “Your Brand “ Presents the Giant Cornhole
 - Space foot print 60 x 30
 - Includes two (2) 10x22 branded Cornhole Faces
 - Festival Activation Location (based on Sponsor need)
- Branding featured in select advertisement
- Listing in Beyond the Beer
- Turn Key Activation (set up and ready to go)
- 1 Large banner sign in show area (banner provided by sponsor)
- 2 Social announcements
- Listing on Festival MAP
- 20 Tickets to The Atlantic City Beer and Music Festival
 - 10 Tickets Session #1
 - 10 Tickets Session #2

Sponsorship Fee – Contact for pricing

- Banner on sponsor website / inclusion on event calendar
- 3 dedicated Facebook and Twitter posts
 - Event Listing
 - About participation
 - Where to get tickets



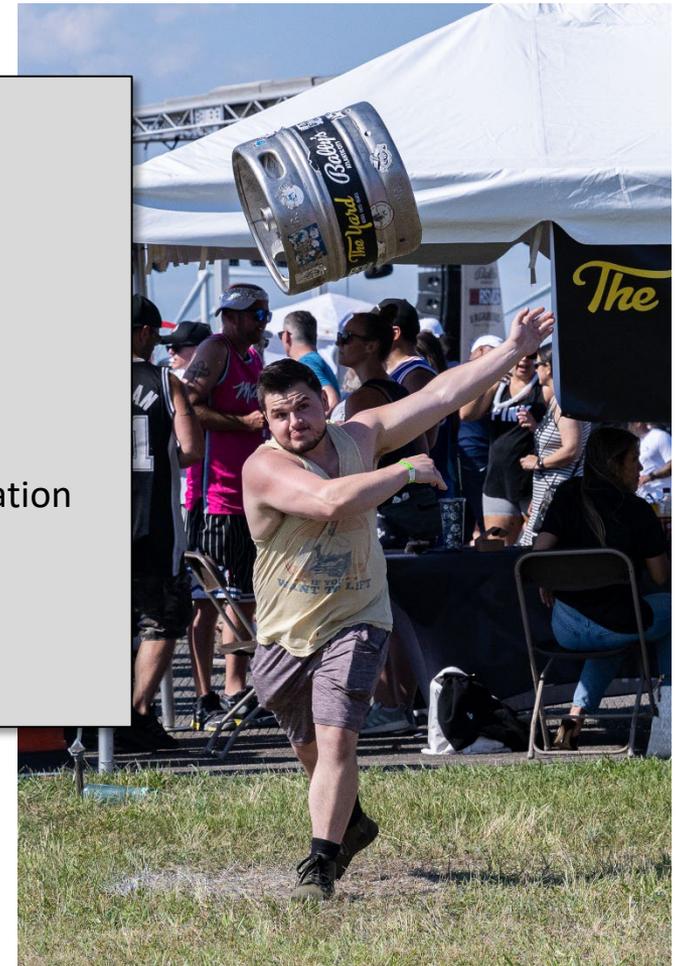
Sponsorship

Sponsorship: KEG TOSSING

- ♥ Branding featured in some print advertisements
- ♥ Festival Activation Location (based on Sponsor's need)
- ♥ Branded Kegs for Tossing
- ♥ Staff wearing branded shirts
 - ♥ Staff operating tossing challenge
 - ♥ Festival staff who transport kegs to breweries
- ♥ 1 Large banner sign in show area (banner provided by sponsor)
- ♥ 3 Social Media Posts, including announcement of Sponsor participation
- ♥ 728x90 banner on acbeerfest.com 6 Exhibitor passes
- ♥ 20 Tickets to The Atlantic City Beer and Music Festival
 - ♥ 10 Tickets Session #1
 - ♥ 10 Tickets Session #2

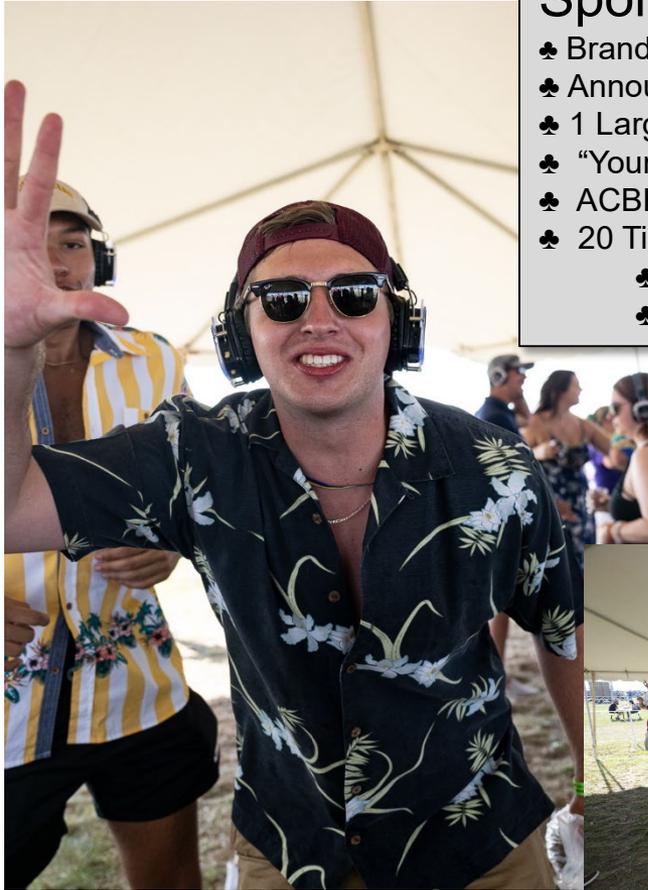
Sponsorship Fee – Contact for pricing

- Banner on sponsor website / inclusion on event calendar
- 3 Dedicated Facebook and Twitter posts



Silent Disco

Sponsorship



Sponsorship: Silent Disco

- ♣ Branding perimeter of silent disco (40x40)
- ♣ Announcement of Silent Disco Sponsorship posted on Facebook
- ♣ 1 Large banner in show area above Silent Disco (banner provided by sponsor)
- ♣ “Your Brand” presents the “Silent Disco” on entertainment page (acbeerfest.com)
- ♣ ACBF provides DJ and Tech set-up
- ♣ 20 Tickets to The Atlantic City Beer and Music Festival
 - ♣ 10 Tickets Session #1
 - ♣ 10 Tickets Session #2

Sponsorship Fee – Contact for pricing

- Banner on sponsor website / inclusion on event calendar
- 3 dedicated Facebook and Twitter posts



Sponsorship

Sponsorship: Designated Driver/ Auto Sponsorship

- Branding Area (20x20)
- Brand awareness as DD partner on Social Media
- Logo in all marketing materials
- 1 Large banner signs in show area DD area (banner provided by sponsor)
- “Your Brand” presents the “Designated Driver” Program (acbeerfest.com)
- Designated Driver Check
 - Soft drinks compliments of your brand (provided by ACBF)
 - Host of DD lounge
- Signage calling out to DD and attendees to sponsored Area
- 4 Onsite vehicles
- Special “Thank You to all DD’s “ pop up on festival app from your brand
- Attendee Database
- 20 Tickets to The Atlantic City Beer and Music Festival
 - 10 Tickets Session #1
 - 10 Tickets Session #2



Sponsorship Fee – Contact for pricing

- Signage on location
- Promo Materials on location
- Banner on sponsor website / inclusion on event calendar
- 3 Dedicated Facebook and Twitter posts

Sponsorship

Over the years we've learned that attendees love the option of having tickets in hand. Our learnings with previous partners is that when an attendee comes into purchase festival tickets 70% of them make an additional purchase of beer, wine or spirits. Historically retailers sell 3,000+ event tickets leading up to the event.

Beverage Retailer Sponsorship

- Branding featured in print advertisements
- Branding on any merchandise
- Official retailer for festival tickets **** Exclusive ****
 - Point of Sale Provider
 - Share in ticketing profits \$2.50 per ticket sold at location
- Logo on Video advertisement
- Inclusion in all festival signage
- 1 deep discount pre-festival beer tasting and ticket event in store.
- 10x10 booth in premium location on festival site
- 1 Large banner signs in show area (banner provided by sponsor)
- 1 Large banners in show foyer / entrance (banner provided by sponsor)
- 32 Tickets to The Atlantic City Beer & Music Festival
 - 16 Tickets Session #1
 - 16 Tickets Session #2

Sponsorship Fee – Contact for pricing

- Event dedicated e-mail blast to your database
- Banner on sponsor website/inclusion on event calendar
- 3 Dedicated Facebook and twitter posts



Sponsorship



Sponsorship: **Featured Brew**

- ♣ 10x20 premium booth premium location
 - ♣ Custom activation with support from GTT
- ♣ 1 Large banner in show area (banner provided by sponsor)
- ♣ Branding on acbeerfest.com Sponsor Page
- ♣ Logo placement on event signage
- ♣ inclusion on festival promo materials
- ♣ 1 style including in cooking demos or seminars.
- ♣ VIP BEER
- ♣ Promo Video – Generated from Brewery (stock commercial)
- ♣ 2 dedicated Social postings
- ♣ Ability to pour up to 8 styles (some restrictions apply)
- ♣ 6 Exhibitor Badges
- ♣ Listing on Festival map
- ♣ 16 Tickets to The Atlantic City Beer & Music Festival
 - ♣ 8 Tickets Session #1
 - ♣ 8 Tickets Session #2

Sponsorship Fee – Contact for pricing

- Banner on sponsor website / inclusion on event calendar
- 3 dedicated Facebook and Twitter posts

Brewery

Put your brand in front of 20,000 plus festival goers.

- Brand association with one of Atlantic City's most anticipated annual events.
- Logo placements on:
 - acbeerfest.com – “Brewery Page” (All Logos link back to your site)
 - Facebook event page
 - Listing on Festival Map
- B to B (The AC Beer and Music Festival partners with and creates connections with retailers to grow the Southern Jersey Beer Market)
- Event Access
 - 3 Exhibitors Passes
- Unlimited onsite promotion
- Attending announcement on social with brand profile
- Vendor Space is sold in 10x10 units each unit includes:
 - 1 Table
 - 2 Chairs
 - Ice
- Fee – Contact for Pricing



All beer poured is purchased.
Average 3 Kegs per style.

Exhibitor

Put your brand in front of 20,000 plus festival goers.

- Brand association with one of Atlantic City's most anticipated annual events.
- Logo placements on:
 - acbeerfest.com – “Vendor Page” (All Logos link back to your site)
 - Social Posting (if signed up prior to May 1st)
 - Listing on Festival map
- Event Access
 - 3 Exhibitors Passes
- Vendor Space is sold in 10x10 units each unit includes:
 - 1 Table
 - 2 Chairs
- Fee – Contact for Pricing



Restaurant

Put your brand in front of 20,000 plus festival goers!

- Brand association with one of Atlantic City's most anticipated annual events.
- Logo placements on:
 - acbeerfest.com – “Eats Page” (All Logos link back to your site)
 - Facebook event page
 - Listing on Festival map
- Event Access
 - 6 Exhibitors Passes
- Restaurant space is sold as 10x20 units. Each unit includes:
 - 2 Table
 - 4 Chairs
- Fee – Contact for Pricing

Suggestions on product

- Keep product price point below \$12
- Prepare something people can walk and eat with
- Highlight your restaurants style in menu offerings
- Create a call to action that drives attendees back to your restaurant



(includes fire and health permits fees)

Contacts

"We old folks have to find our cushions and pillows in our tankards. Strong beer is the milk of the old." Martin Luther

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