



Partner with Us for the 2025 Helensburgh Beer & Gin Festival

The Helensburgh Events and Reinvestment Trust (HEART) is a volunteer-led charitable organisation committed to fostering community spirit and supporting local causes.

We are excited to announce that this year's **Helensburgh Beer & Gin Festival** will take place on **16th & 17th May** at the Helensburgh Civic Centre. Over the years, this event has become a highlight of our community calendar—a weekend that celebrates Scotland's brewing and distilling heritage while bringing locals and visitors together for enjoyment and connection.

Our goal this year is to welcome **2,500 attendees** and raise over **£20,000** to fund vital community initiatives. In **autumn 2024**, HEART awarded an incredible **£13,110 in grants**, supporting **12 community projects**. Highlights included:

- **Helensburgh Lunch Club Christmas Lunch (£760):** Bringing joy to our elderly community.
- **Save the Tower Campaign (£1,500):** Protecting Helensburgh's cultural heritage.
- **Fun First Session Tablets (£1,200):** Supporting family activities and engagement.
- **Wellness for All (£2,500 partial funding):** Promoting health and well-being locally.
- **Helensburgh Rugby Club (£2,250):** Promoting sports with new pitch lighting.

In addition to awarding grants, proceeds from the Beer & Gin Festival also support other much-loved local events, such as the **Helensburgh Fireworks Display** and the **Santa Dash**. This year's Santa Dash raised **£1,111.63**, which HEART donated to the local food bank to assist those in need.

All HEART events and activities are run entirely by **volunteers**, ensuring that every pound raised goes directly to our community.

To help us achieve even greater success, we are inviting businesses like yours to join us as sponsors for this year's festival. Sponsorship offers a unique opportunity to align your brand with a well-loved community event and connect with an enthusiastic and diverse audience.

We have developed a range of **bespoke sponsorship packages**, from branded beer glasses and barrels to headline stage sponsorship. Each package offers excellent promotional benefits, including event signage, social media features, and complimentary tickets. A detailed breakdown of the packages is enclosed on the next page.

We would love to discuss how we can work together to create a sponsorship package that meets your business goals while supporting the Helensburgh & Lomond community.

Thank you for considering this exciting opportunity. Please don't hesitate to reach out if you'd like more information or to arrange a meeting.

Packages

1. Beer Glasses Sponsorship Package – "The Pint Patron"

- **Cost:** £600
- **Benefits:**
 - Your logo branded on 300 beer glasses distributed at the festival
 - Inclusion in the event programme and on the supporters' page
 - Mention in social media posts and promotion on event signage
 - **4 free weekend passes** (value: £120)
 - **24 drink tokens** (value: £60)
 - **Total value of included perks:** £180

2. Gin Glasses Sponsorship Package – "The Spirit Supporter"

- **Cost:** £1,500 (700 glasses) or £800 (350 glasses)
- **Benefits:**
 - Your logo branded on 700 or 350 gin glasses used at the festival
 - Acknowledgment in the event programme and on the supporters' page
 - Social media highlights and promotion on event signage
 - **4 free weekend passes** (value: £120)
 - **24 drink tokens** (value: £60)

- **Total value of included perks:** £180

3. Main Ale and Craft Beer Bar Sponsorship – "The Brewer's Benefactor"

- **Cost:** £600
- **Benefits:**
 - Primary branding across the Main Ale and Craft Beer Bar
 - Prominent logo placement in the event programme, supporters' page, and on-site banners
 - Social media feature posts
 - **4 free weekend passes** (value: £120)
 - **24 drink tokens** (value: £60)
 - **Total value of included perks:** £180

4. Cider Tent Sponsorship – "The Orchard Overseer"

- **Cost:** £350
- **Benefits:**
 - Exclusive branding on the Cider Tent
 - Feature in the event programme, on the supporters' page, and in a cider-related social media campaign
 - **2 free weekend passes** (value: £60)
 - **12 drink tokens** (value: £30)
 - **Total value of included perks:** £90

5. Main Stage Sponsorship – "The Showstopper Support"

- **Cost:** £500
- **Benefits:**
 - Dominant branding on the main stage
 - Opportunity to introduce a headlining act
 - Mentions in all event promotions
 - Special recognition in the event programme, on the supporters' page, and throughout social media
 - **4 free weekend passes** (value: £120)
 - **24 drink tokens** (value: £60)
 - **Total value of included perks:** £180

6. Gin Bar Sponsorship – "The Juniper Patron"

- **Cost:** £350
- **Benefits:**
 - Branding throughout the Gin Bar area
 - Inclusion in gin-focused marketing materials
 - Mentions in the event programme, on the supporters' page, and in a dedicated social media campaign

- **2 weekend passes** (value: £60)
- **16 drink tokens** (value: £40)
- **Total value of included perks: £100**

7. Rum Bar Sponsorship – "The Rum Raider"

- **Cost:** £350
- **Benefits:**
 - Branding throughout the Rum Bar area
 - Inclusion in rum-focused marketing materials
 - Mentions in the event programme, on the supporters' page, and in a dedicated social media campaign
 - **2 weekend passes** (value: £60)
 - **16 drink tokens** (value: £40)
 - **Total value of included perks: £100**

8. Reception Sponsorship – "The Welcome Wizard"

- **Cost:** £350
- **Benefits:**
 - Exclusive branding at the festival reception area
 - Your logo on welcome banners
 - Mention in the event programme, on the supporters' page, and in a dedicated social media post
 - **2 weekend passes** (value: £60)
 - **16 drink tokens** (value: £40)
 - **Total value of included perks: £100**

9. Sponsor a Barrel

- **Cost:** £150
- **Benefits:**
 - Your name or logo will feature on the barrel, in the event programme, and on our supporters' page
 - **1 free weekend pass** (value: £30)
 - **2 drink tokens** (value: £5)
 - **Total value of included perks: £35**

10. T-shirt Sponsorship Package – "The Style Sponsor"

- **Cost:** £500
- **Benefits:**
 - Your logo prominently printed on the official festival T-shirts worn by staff and volunteers throughout the event
 - Acknowledgment in the event programme and on the supporters' page
 - Mention in a dedicated social media post featuring staff in branded T-shirts

- **2 weekend passes** (value: £60)
- **16 drink tokens** (value: £40)
- **Total value of included perks: £100**

What to Do Next

Thank you for considering sponsorship of the 2025 Helensburgh Beer & Gin Festival. If you're ready to join us or would like to discuss your sponsorship options further, please get in touch using the details below:

- **Email:** contact@helensburghheart.com

Alternatively, complete the form below and email it to us at contact@helensburghheart.com along with any promotional assets (e.g. your logo). We'll be in touch to confirm details and next steps.

Sponsorship Confirmation Form

Your Details

- **Business/Organisation Name:**
- **Contact Name:**
- **Position/Role:**
- **Email Address:**
- **Phone Number:**

Sponsorship Package

Please indicate the sponsorship package(s) you are interested in:

- **Beer Glasses – "The Pint Patron"** (£600)
- **Gin Glasses – "The Spirit Supporter"** (£800 / £1,500)
- **Main Ale & Craft Beer Bar – "The Brewer's Benefactor"** (£600)
- **Cider Tent – "The Orchard Overseer"** (£350)
- **Main Stage – "The Showstopper Support"** (£500)
- **Gin Bar – "The Juniper Patron"** (£350)
- **Rum Bar – "The Rum Raider"** (£350)
- **Reception – "The Welcome Wizard"** (£350)
- **Sponsor a Barrel** (£150)
- **T-shirt Sponsorship – "The Style Sponsor"** (£500)

Business Description

Please provide a short description of your business/organisation (optional, max 50 words):

Social Media Details

- Preferred wording for social media promotion (optional):
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- Social media handles/links:

Promotional Assets

- Please attach your logo and any other relevant promotional materials with this form.

Additional Notes/Requests

We're excited to partner with you to make the 2025 Helensburgh Beer & Gin Festival a success!