

BOOTH, FOOD, VENDOR SPACE

\$300 + \$75 Electricity (If needed)

On-Air

- Name inclusion in a minimum of (20) live mentions across **98.1 The Hawk, 99.1 The Whale, Kiss 104.1, WNBF and CBS Sports Radio** for 2 weeks leading up to an event

Online

- Inclusion on **all station websites** with logo and click through URL

OnSite

- 10' x 10' on-site activation area
- Check the appropriate boxes below:
 - I will provide my own tent and be located outside
 - I do not have a tent and will need to be located under one of the two large tents
 - I am a food vendor. Food Vendors must provide a sales tax form and health department certificate. What will you be selling?
 - I will need electricity for \$75 extra

Payment must be received by 09/10/21 Check, MO or CC

Investment Total \$

Business Name: _____

Signature: _____ Date: _____

Address: _____

Email: _____ Contact Name: _____

Mobile: _____



BINGHAMTON ON TAP

Saturday, September 18, 2021 @ Broome County Fairgrounds – Whitney Point, NY
1pm VIP * 2pm – 5pm General Session

America On Tap Beer Festivals are more than just an opportunity to drink beer, they are an opportunity to experience beer.

- 3-4 hours of sampling
- Brewery Stations with sampling from their feature releases
- Delicious food available for purchase
- Entertainment – Live music performance
- Souvenir Sampling Glass
- Sponsor booths located in the center of the action

Participant Profile

- Adults 21+ 80% of the patrons are between the ages of 25-50
- Average Age: 33 years old
- Gender skews more male 55% Male | 45% Female

Craft Beer Drinker Profile

- 35% Millennials (21 – 34 years old)
- Hip/Trendy – likes to be the first to try things
- Social, Educated, Authentic
- Local – wants to source beer locally

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Deadline: Friday, September 10, 2021

