

SPONSORSHIP



OPPORTUNITIES

This year marks the 25th Hop & Heritage Festival. On September 26th, fresh hop brewers, beer lovers, vendors, musicians, and downtown supporters will gather in Independence for a full festival experience: the Fresh Hop Fiesta, vendor marketplace, downtown passport, cornhole tournament, and acoustic buskers on Main Street. We expect 800 to 1,000 attendees from across the Mid-Willamette Valley and beyond.

The Independence Downtown Association is seeking a small group of community-minded partners to help make it happen. IDA is a non-profit 501(3)(c) organization supported entirely by volunteers. Every dollar raised supports the festival and our year-round work for Independence.

If your business wants to be seen and remembered as part of Independence's celebrated Hop & Heritage Festival, the IDA would love to partner with your business.

WHY SPONSOR HOP & HERITAGE

You reach the right audience. Hop & Heritage draws a regional crowd of beer enthusiasts, wine lovers, families, and downtown supporters from across the Willamette Valley. These are people who spend money locally and come back.

You get sustained visibility, not a one-day mention. Sponsorship promotion runs from June through October across IDA's full marketing footprint: 1,500-subscriber monthly newsletter, dedicated Hop & Heritage email series, social media, printed posters distributed across Independence, Monmouth, Dallas, and regional breweries, the festival website, and on-site signage.

You support a real community outcome. Your contribution is community investment, and is structured to be tax-advantaged for your business.

You celebrate Independence's heritage. The 25th anniversary of this festival, in the Hop Capital of the World, is a once-a-year story we are proud to tell. Your business gets to tell it with us.

BY THE NUMBERS

Projected attendance	800 to 1,000
Regional draw	Salem, Monmouth, Dallas, Albany, Corvallis, Lebanon, Eugene, Portland metro
IDA monthly newsletter	~1,500 engaged subscribers
Festival email series	Multiple sends, July through September
Printed posters	Distributed across regional breweries
Social media	IDA Facebook and Hop & Heritage Instagram
Festival website	hopandheritage.com

2026 SPONSORSHIP



TIERS AND BENEFITS

PRESENTING SPONSOR • \$3000

One available

The headline partner of Hop & Heritage 2026. Maximum visibility before, during, & after the festival.

- “Presented by [Your Business]” lockup on the festival logo wherever it appears
- Largest logo placement on festival posters, website, and on-site signage
- Named as Presenting Sponsor in **every IDA monthly newsletter** from June through October
- Named as Presenting Sponsor in **every Hop & Heritage email**
- **Three dedicated social media posts** across IDA Facebook and Hop & Heritage Instagram
- Logo with link on hopandheritage.com
- **Complimentary 10×10 vendor booth** in the Hop & Heritage Market (no power or water)
- **Six VIP festival passes**
- On-stage acknowledgment at Parallel 45 during the festival

FRESH HOP CHAMPION • \$1,500

Two available

The next tier of festival partner. Strong amplification and event-week presence.

- Logo on festival posters, website, and on-site signage
- Named in **every IDA monthly newsletter** from June through October
- Named in **every Hop & Heritage email**
- **One dedicated social media post** plus inclusion in group sponsor thank-you posts
- Logo with link on hopandheritage.com
- **Complimentary 10×10 vendor booth** in the Hop & Heritage Market (no power or water)
- **Four VIP festival passes**
- On-stage acknowledgment at Parallel 45 during the festival

DOWNTOWN PASSPORT SPONSOR • \$1,000

One available

Your business name on the printed passport every attendee carries.

- Logo on festival posters and website
- Named in **all Hop & Heritage emails** (July through September)
- Included in group sponsor thank-you posts on social media
- Logo on hopandheritage.com
- **Two general admission festival passes**

FILLED

HARVEST SPONSOR • \$750

Up to four available

For businesses ready to make a meaningful contribution and show up in front of festival-goers.

- Logo on festival posters and website
- Named in **all Hop & Heritage emails** (July through September)
- Included in group sponsor thank-you posts on social media
- Logo on hopandheritage.com
- **Two general admission festival passes**

COMMUNITY SUPPORTER • \$300

Unlimited

A great way for smaller businesses to participate and be recognized.

- Name on festival posters and website
- Included in group sponsor thank-you posts on social media
- Name listed on hopandheritage.com
- Two general admission festival passes

À LA CARTE SPONSORSHIPS • \$300

Single-asset opportunities for businesses who want a specific tie-in. À la carte sponsors are listed on hopandheritage.com and recognized in a group thank-you social post.

MUSIC SPONSOR *Four spots available*

Your business name on a placard at one busker location during the festival, plus website and social recognition.

HOP & HERITAGE MARKET SPONSOR *One spot available*

Your business name on Hop & Heritage Market entry signage, plus website and social recognition.

HOSPITALITY SPONSOR *Two spots available*

Recognition for helping us keep the festival running smoothly, plus website and social recognition.

EARLY BIRD GIFT BAG CONTRIBUTIONS

The first 100 VIP ticket holders receive an Early Bird Gift Bag at check-in. We welcome in-kind contributions from local businesses: coupons, samples, promotional items, or small gifts.

Contributors are listed by name on hopandheritage.com and included in a thank-you social post.

This is a low-lift way for businesses to get directly in front of our most engaged attendees.

READY TO TALK?

We are happy to build something custom if these tiers do not quite fit. Reach out and let's find the right way for your business to be part of the 25th Hop & Heritage Festival.



INDEPENDENCE DOWNTOWN ASSOCIATION

info@downtownindependence.com www.hopandheritage.com

We are grateful to the partners who helped lay the groundwork for Hop & Heritage 2026:

Parallel 45 Brewing *Fresh Hop Fiesta Host* • **Coleman Agriculture** *Fresh Hop Partner*

MINET *Founding Supporter*