

Produced by Rhizome Productions

EAST NASHVILLE BEER FEST

APRIL 11, 2026

EAST PARK 🍷 NASHVILLE, TN



Benefiting:



INTRO

01

ABOUT

02

MARKETING & MEDIA PARTNERS

03

SPONSORSHIPS

04

SPONSORSHIPS

05

RHIZOME PRODUCTIONS

06

About East Nashville Beer Festival

The East Nashville Beer Festival (ENBF) began in April 2011 with two simple goals: bring the best craft beer to Nashville and raise funds for a local Nashville nonprofits. Since then, ENBF has poured more than 1,000 unique beers, showcased outstanding local live music, and raised over \$250,000 to support Nashville-based organizations including Ride For Reading, Tennessee Breast Cancer Coalition, and Oasis Bike Workshop.

The 2026 festival will feature 50 craft breweries and beverage brands, each represented on site, with more than 150 offerings, live music, food trucks, vendors, and approximately 3,000 guests.

2025 Recap Video



Audience & Reach

- Expected attendance: 3,000
- Audience profile:
 - ❑ 25 - 54 Years Old
 - ❑ 57% Female / 43% Male
- Audience at a glance:
 - ❑ Craft beer and music fans looking for a good time in one of Nashville's hip neighborhood's
 - ❑ Socially active attendees who share local experiences
- Reach:
 - ❑ Media partners: 6 local outlets
 - ❑ Social: 1.1M+ across partner and event channels
 - ❑ Email: 203K+ aggregated lists
 - ❑ UGC volume goal: 10 to 20 tagged posts and stories



About Oasis Bike Workshop



Founded in 2009, the [Oasis Bike Workshop](#) is a year-round earn-a-bike program that empowers Nashville's young people with alternative transportation and maintenance skills. Since its inception, over 5,000 young people have rolled out the workshop door on bikes that *THEY* rebuilt and customized. Empower. Rebuild. Ride On.



Social Media



Rhizome Productions - 2.6K+
East Nashville Beer Fest - 5.2K+
Media Partners - 70K+



Rhizome Productions - 3.4K+
East Nashville Beer Fest - 5.3K+
Media Partners - 1.05M+

Email



Rhizome Productions - 14K+
East Nashville Beer Fest - 15K+
Media Partners - 197K+



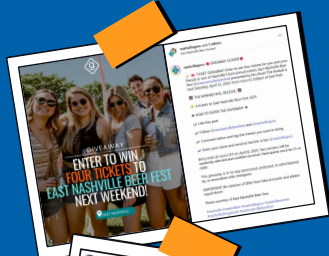
Signage

Pre-event:

- 11" x 17" posters - 300
- 18" x 24" yard signs - 100

On-site:

- Welcome banner
- Stage banners (Top & Sides)
- Feather banners
- Directional signs



Media Partners

Radio

- 60 sixty-second radio spots
- In-studio appearances and on-air mentions
- On-air ticket giveaways

Email (25K subscribers)

- Newsletter inclusion

Social Media (Instagram 62.2K/Facebook 49K followers)

- 2 social posts



NASHVILLE

@thenashvilleguide

Social Media (Instagram 223K followers)

- 2 posts/stories
- Ticket giveaways

Website

- 60-day banner ad campaign (1M impressions)
- Featured event article and main calendar listing
- "Mark Your Calendar" feature



Email (23K subscribers)

- 4 newsletter mentions

Social Media (Instagram 170K followers)

- 4 Story mentions
- 2-ticket giveaways
- GURU discount code



Email (89K subscribers)

- 2 weekly event roundup e-blasts
- 2 ticket giveaways

Website

- 1 full-page featured ad (web & mobile, 7-day flight)
- Custom event page with giveaway opt-ins

Email (60K subscribers)

- 3 daily features (Giveaway, Announce, or What To Do)
- 2 daily featured ads

Social Media (Instagram 66.4K/Facebook 21K followers)

- 4 organic posts
- 1 targeted campaign (30K minimum impressions)



@Nashvilletn Community
Nashville's largest social community

Social Media (Instagram 525K followers)

- Ticket giveaway
- 1 Post, 2 Stories, 1 Reel



Sponsorship Benefits

Partnering with East Nashville Beer Festival gives your brand direct access to an engaged audience of nearly 3,000 craft beer fans and Nashville locals, all in one afternoon at East Park. Sponsorships include:

- ❑ On-site branding throughout the festival to keep your logo and messaging highly visible
- ❑ Product sampling opportunities to put your brand directly in guests' hands
- ❑ Experiential activations that create memorable interactions and photo-worthy moments
- ❑ Lead capture opportunities to grow your database and drive future sales
- ❑ Pre- and post-event digital promotion to extend your reach beyond event day
- ❑ A strong community-giving story that ties your brand to local impact and goodwill



Sponsorship Levels	Presenting \$12,000	Live Music \$6,500	Wrestling \$6,500	Sports Zone \$5,000	Drinkware \$5,000	Interactive Experience \$4,000	Giveaway \$TBD	Community \$1,500
Logo built into festival brand mark	Yes							
Mention on Eventbrite tickets	Yes							
Exclusivity and/or Naming Rights	Yes, Event	Yes, Stage	Yes, Wrestling	Yes, Sports Zone	Yes, Drinkware	Experience	Giveaway	
Press release inclusion	Yes, with optional quote	Yes, with mention	Yes, with mention	Yes, with mention	Yes, with mention	Yes	Yes	
Logo on festival materials	Featured	Prominent	Prominent	Prominent	Prominent	Yes	Yes	Yes
Logo/Mention during marketing campaign	Featured, with radio studio opportunity	Prominent	Prominent	Prominent	Prominent	Yes	Yes	Yes
Festival dedicated email blasts	Featured	Prominent	Prominent	Prominent	Prominent	Yes	Yes	Yes
Festival dedicated social media	Featured	Prominent	Prominent	Prominent	Prominent	Yes	Yes	Yes
Stage mentions	Yes, with opportunity to address guests	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on area signage or promo items	All Festival Signs	Stage Signs	Wrestling Signs	Sports Zone Signs	Drinkware	Experience Signs	Giveaway Items	Community Signs
Dedicated activation space	Customized	10' x 20'	10' x 20'	10' x 20'	10' x 20'	Customized	10' x 20'	10' x 20'
Tickets	40	24	24	20	20	16	16	8

Presenting

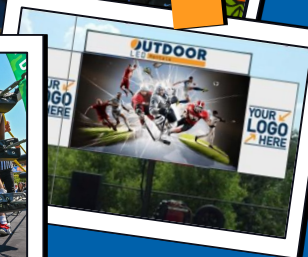
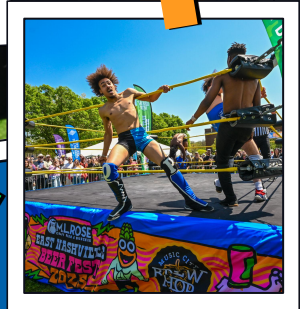
Receive top billing as “East Nashville Beer Festival presented by [Brand]” across all event mentions, with opportunities to participate in on-air radio promotions and address attendees from the stage. Benefits include prominent logo lockup on signage and digital ads, recurring stage mentions, content and social media support, VIP access, and a generous festival ticket allotment for clients and guests.

Drinkware

Want every guest to see your brand? Put your logo on the official festival drinkware. Your branding will be in the hands of nearly 3,000 attendees all afternoon, with added visibility across event promotional materials, media coverage, and advertising leading up to East Nashville Beer Festival.

Wrestling

Spotlight your brand at the center of the action as the Wrestling Sponsor. This high-energy hub draws continuous foot traffic and photo moments throughout the day. Benefits include prominent branding on Wrestling signage, mentions in event communications, opportunities for on-site integration with the entertainment, inclusion in digital and social promotion, and a festival ticket allotment for staff, clients, or consumer giveaways.



Live Music

As the presenting partner of the Live Music experience, your brand is aligned with the festival's on-stage energy and entertainment. Benefits include logo placement on stage signage and schedules, mentions in live music-related event communications, branded shoutouts from the stage, inclusion in digital and social promotion tied to the music lineup, and a festival ticket allotment for staff, clients, or consumer promotions.

Giveaway or Interactive Experience

Keep your brand top of mind with a Giveaway or Interactive Experience at East Nashville Beer Festival. Choose a festival-themed keepsake with your logo that attendees take home for lasting visibility, or sponsor an on-site activation such as beer-friendly yard games, a “fan favorite” voting station with QR codes, or a photo-ready backdrop. Both options deliver prominent branding and memorable engagement with craft beer fans.

Sports Zone

Feature your brand as the presenting partner of the Sports Zone, a high-traffic area for games, viewing, and fan engagement. Benefits include prominent logo placement on Sports Zone signage and maps, the opportunity to host interactive games or product displays, recurring mentions in event communications, inclusion in digital and social promotion, and a festival ticket allotment for staff, clients, or consumer giveaways.

EAST NASHVILLE BEER FEST

Rhizome Productions

[Rhizome Productions](#) curates unique food, beverage, and music experiences across the Southeast, bringing communities together while supporting local nonprofits. In 2026, our events will draw more than 25,000 attendees across Nashville, Memphis, and Charlottesville.

- 15 years of festival production experience
- 25,000+ attendees annually
- Over \$1 million donated to nonprofits

Nashville, TN

[Bubbles & Bourbon](#) (est. 2023)

2017 February 21 | 📍 Marathon Music Works | 👥 1,300 attendees | 👤 21+

Step back to the 1920s with bourbon, cocktails, sparkling wine, champagne, and live jazz.

♥ Benefiting W.O. Smith Music School

[East Nashville Beer Festival](#) (est. 2011)

2017 April 11 | 📍 East Park | 👥 3,000 attendees | 👤 21+

Nashville's original craft beer festival, featuring 1,000+ unique beers and local live music.

♥ Oasis Bike Workshop

[Nashville Rosé Festival](#) (est. 2018)

2017 May 16 | 📍 East Park | 👥 3,000 attendees | 👤 21+

Nashville's only rosé-themed festival with DJs, art, food trucks, and craft vendors.

♥ Benefiting TN Breast Cancer Coalition

[William's Weenie Roast](#) *New!*

2017 May 24 | 📍 East Park | 👥 3,500 attendees | 👤 Family-friendly

Neighborhood festival celebrating Nashville's hot-dog scene with family-friendly fun and free admission for kids 12 and under.

♥ Free to Move

[Touch of Brews](#) (est. 2019)

2017 October 3 | 📍 Sevier Park 12 South | 👥 1,750 attendees | 👤 Family-friendly

Craft beer meets live music in this family- and dog-friendly festival.

♥ Benefiting Nashville Parks Foundation

Memphis, TN

[Memphis Brewfest](#) (est. 2010, produced by Rhizome 2025)

2017 June 20 | 📍 Shelby Farms Park | 👥 1,800 attendees | 👤 21+

A beloved celebration of craft beer, food, and live music in the heart of Memphis.

[Memphis Oktoberfest](#) *New!*

2017 Oct 30-Nov 1 | 📍 Shelby Farms Park | 👥 9,000 attendees | 👤 Family-friendly

Memphis' inaugural Oktoberfest brings neighbors together for a day of family-friendly fun, local flavors, and live entertainment.

Charlottesville, VA

[Charlottesville Jamboree](#) (est. 2025)

2017 April & October | 📍 Fairview Swim & Tennis Club | 👥 1,200 attendees

| 👤 Family-friendly

All-ages festival blending Americana music, craft drinks, local food, and a Kids Zone.

Let's Partner in 2026

Custom sponsorship opportunities available to connect your brand with 25,000+ engaged consumers across Nashville, Memphis, and Charlottesville.

Rick Burluson

Strategic Partnerships Manager

rick@rhizomeproductions.com | (979) 324-7598