



Sponsorship Proposal

West Virginia Coffee Fest Returns! Now at the Charleston Coliseum! The West Virginia Coffee Festival was founded on a simple mission: to connect roasters, foster coffee education, and celebrate the people and stories behind every cup. We believe coffee is more than a beverage. Coffee is a bridge between farmers, makers, and the communities they serve. This festival brings together local and regional roasters, tea purveyors, and artisans for a weekend of learning, tasting, and collaboration. Through demonstrations, workshops, and competitions, we aim to inspire curiosity and appreciation for the craft of coffee while strengthening the connections that keep this industry vibrant.

Introduction



We're thrilled to announce that the 2027 WV Coffee Fest will take place at the Charleston Coliseum on April 17th, 2027. The expanded venue gives us room to grow, welcoming more guests, more vendors, and more opportunities to experience the world of coffee. This year, we are anticipating 2500 guests, allowing attendees to explore even more roasting stations, tasting booths, and educational programs. We hope to offer coffee competitions, new hands-on brew workshops, and regional showcases, the Charleston edition of the WV Coffee Fest promises to be our biggest and most engaging celebration yet.





Sponsorship Opportunities

ESPRESSO BIG SHOT- GOLD SPONSOR

As our premier Espresso Big Shot Sponsor, you'll enjoy an unmatched level of visibility, hospitality, and engagement throughout the West Virginia Coffee Fest.

Exclusive Benefits:

- **Logo on every official WV Coffee Fest Mug (2500 mugs) Final Design Approval**
- Ten All-Day Festival Passes.
- Program full page advertisement
- Invitation to the VIP Mixer, connecting you with roasters, vendors, and fellow sponsors.
- Custom swag bags featuring WVCF-branded merchandise and curated gifts.
- Full-scale media inclusion: featured in all press releases, official event communications, and media campaigns.
- Social media "Sponsor Spotlight Video" campaign highlighting your partnership across our channels.
- Prominent logo placement on the festival poster, website, and all digital banners.
- On-stage recognition during the opening and closing of each session.
- Opportunity to present an award during one of the headline competitions. TBD
- Discounted lodging options for your team.
- Radio and interview shout outs.
- Catered lunch delivered alongside roasters' meals.
- Premium booth space in the main exhibition hall with high-traffic placement.

CONCLUSION - 1 SPOT -\$6000

YOUR BRAND WILL BE FRONT AND CENTER IN EVERY ASPECT OF THE FESTIVAL. THE FACE OF A WEEKEND THAT CELEBRATES CONNECTION, CRAFT, AND COMMUNITY THROUGH COFFEE



Sponsorship Opportunities

CAPPUCCINO CUP – SILVER SPONSOR

Exclusive Benefits:

- Six all-day festival passes with access to both main sessions and competitions.
- Program full page advertisement
- Premium logo placement on festival posters, the official website, and all social media promotions.
- Dedicated signage featuring your logo throughout the vendor hall and key event areas.
- Featured “Sponsor Spotlight Video” social media spotlight, highlighting your story and products before the event.
- Inclusion in attendee swag bags, featuring WVCF-branded merchandise and sponsor materials.
- Sponsor shout-out during the opening of each session.
- Recognition on the official event website and the “Thank You to Our Sponsors” wall at the venue.
- Premium booth space in the main exhibition hall with high-traffic placement.

CONCLUSION - 1 SPOT - \$4,000

YOUR PARTNERSHIP HELPS CREATE A VIBRANT, EDUCATIONAL, AND COMMUNITY-DRIVEN FESTIVAL, WHILE POSITIONING YOUR BRAND AS A LEADING SUPPORTER OF COFFEE CULTURE IN WEST VIRGINIA AND BEYOND.



Sponsorship Opportunities

POUR-OVER PARTNER – BRONZE SPONSOR

Pour-Over Partner – Bronze Sponsor

As a Pour-Over Partner Sponsor, you'll join a select group of businesses helping to make the West Virginia Coffee Fest possible. This level provides a meaningful opportunity to align your brand with our mission while connecting with attendees and vendors in a supportive, community-focused atmosphere.

Exclusive Benefits:

- Two all-day festival passes for access to both main sessions.
- Program Quarter Page
- Logo placement on the official WV Coffee Fest website.
- Mention in the official post-event wrap-up and social media thank-you campaign.

CONCLUSION -8 SPOTS - \$2000

YOUR SUPPORT HELPS MAKE THE FESTIVAL POSSIBLE BY BRINGING TOGETHER ROASTERS, TEA AND CRAFT VENDORS, AND COFFEE ENTHUSIASTS FOR A SHARED CELEBRATION OF CRAFTSMANSHIP, CONNECTION, AND COMMUNITY.



Specialty Sponsorship Opportunities

COFFEE CONVERSATION CORNER

1 SPOT - \$1500

- Two All Day Passes
- Branded signage at in the “Coffee Conversation Corner” + option to pass out information, promotions, and other approved solicitations.
- Recognition on website and “Thank You” wall

TECH SPONSOR - 1 SPOT - \$4000 CLAIMED

Social Media Shout out, Radio shout out, and thank you wall.

WATER SPONSOR - 1 SPOT - \$2000 CLAIMED

Sponsor shout-out during the opening of each session and booth. + logo on map/passport.

MILK SPONSOR - 1 SPOT - \$1000 CLAIMED

Social media, booth space, signage on creamer stations.

BEAN BOOSTER – COMMUNITY SPONSOR - \$800

Anyone can be a Bean Booster Sponsor and receive the perks below.

PERKS!

All specialized sponsors are recognized on the festival website, 1 all day pass, and get their name on the “Thank You” wall.

Thank You!



We extend our deepest gratitude to the sponsors, roasters, vendors, and volunteers who make the West Virginia Coffee Fest possible. Your support helps us bring together a vibrant community of coffee lovers, educators, and makers from across the region. Together, we're not only celebrating exceptional coffee but also strengthening the connections that fuel creativity, collaboration, and community in West Virginia and beyond. We look forward to sharing another unforgettable festival experience with you in Charleston this April.

WEBSITE

 <https://wvcoffee festival.com/>

SOCIAL MEDIA

 @wvcoffee festival

PHONE NUMBER

 304-520-6223

EMAIL ADDRESS

 alexander@mountaintablewv.com



WEST VIRGINIA
COFFEE FESTIVAL
SPONSORSHIP

ESPRESSO BIG SHOT - GOLD SPONSOR - \$6000

CAPPUCCINO CUP - SILVER SPONSOR - \$4,000

POUR OVER PARTNER - BRONZE SPONSOR - \$2,000

COFFEE CONVERSATION CORNER - \$1,500

TECH SPONSOR - \$4,000 **CLAIMED by ATR**

WATER SPONSOR - \$2,000 **CLAIMED by BULLOCK**

MILK SPONSOR - \$1,000 **CLAIMED by SNOWVILLE**

BEAN BOOSTER – COMMUNITY SPONSOR - \$800

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