
MTUG “Peers and Beers” Program Sponsor Benefits *for the 2019-20 Season*

\$500

NOTE: This is an approximately “50-50” co-sponsorship with MTUG. MTUG’s typical cost for a Peers & Beers event – including venue, catering, advertising, and supplies – is at or just above \$1000. Co-sponsor obligation is capped at \$500 even if the event costs MTUG more than \$1000.

As a “Peers and Beers” Program Sponsor, your organization will have exclusive visibility supporting one of MTUG’s regional social events, hosting dozens of Maine IT professionals, with a direct marketing reach of approximately 2000 tech professionals, and indirect visibility through media outlets statewide.

Visibility prior to the Event

- Sponsor Name or Logo included in all MTUG Peers and Beers marketing releases sent to dozens of online news and events sites, as well as print media postings whenever possible, and in social media.
- Sponsor Logo included in MTUG’s event webpage

Visibility at the Event

- Sponsor may post a free-standing banner (provided by the sponsor) of up to 20 square feet in area, but not wider than 4 feet (i.e.: such as a retractable vertical banner in a standard 82”x34” as pictured here).
- Sponsor may lay out “giveaways” such as pens, etc., for attendees to take at will. Sponsor may either bring a small stand for such items, or have those items on the table with MTUG’s display – situation will vary depending on size and layout of the venue.
- Sponsor may lay out up to two (2) stacks of brochures, as well as business cards, for attendees to take at will. As this event is a co-sponsorship with MTUG, the amount of Sponsor material should be respectful to not overpower the MTUG display.
- Sponsor may have a door prize at the event. If sponsor lets MTUG know the type of door prize at least a week before the event (or more) MTUG will work to mention the door prize in publications. MTUG may also have a doorprize of their own.
- Sponsor will be noted and appreciated during announcements at the event.
- MTUG Host (Executive Director or Board member) will present a brief statement about the co-sponsor, as provided by the co-sponsor.



The “Peers and Beers” event series provides an informal atmosphere for IT professionals to gather and socialize. In addition, MTUG may use these events to publicize MTUG activities, to spotlight upcoming webinar topics, and to present brief, hands-on tech-related presentations.

****Please note that Sponsors are not involved with any technical presentation content or speaking during a Peers and Beers event.****