



SOUTHERN CALIFORNIA HOMEBREWERS FESTIVAL

May 1 - 2, 2026

Vail Lake Campground
Temecula, CA

ISLAND THEME!

HOSTED BY THE CALIFORNIA HOMEBREWERS ASSOCIATION

WHY PARTNER WITH SCHF?

Sponsoring the Southern California Homebrewers Festival isn't just about placing a logo on a banner; it's about becoming part of a weekend-long celebration of California's legendary homebrewing culture. Unlike standard four-hour festivals, our attendees live and breathe this event throughout the entire weekend and beyond.

The "Why?"

- Direct Engagement: High hang time with intimate conversations with passionate homebrewers & potential customers compared to other festivals
- Brand Alignment: Association with craftsmanship, innovation, and local culture
- Content Opportunities: Plenty of photo/video moments for digital marketing
- Support a Charitable Organization: The California Homebrewers Association is a 501(c)(3)

Audience Demographics

- Estimated attendance: 1000+ homebrewers & their guests
- Location: Vail Lake KOA Campground, Temecula, CA
- Age range: 21 - 100+



SPONSORSHIP INVESTMENT



We are asking for investments in the form of:

- Financial contributions to help support the longevity & success of our event
- Physical goods in the form of products, ingredients, brewing experiences, gift baskets, and gift certificates as coveted prizes for our Raffle.
- Raffle Bag goods (100 bags) (ex: cans of beer, stickers, coasters, etc.)

LEVEL	SPONSORSHIP COMMITMENT	TICKETS TO FEST	SOCIAL MEDIA POSTS	FEST BANNER LOGO	LOGO ON PROMO MATERIALS	LOGO PLACEMENT AT FEST	BRAND ACTIVATION AT FEST
SILVER PINT	\$500	2	“THANK YOU” BEFORE & AFTER FEST	SMALL			
GOLDEN GROWLER	\$1000	4	THANK YOU BEFORE & AFTER FEST	SMALL		RAFFLE BAGS	
TITANIUM TAP	\$2000	6	DEDICATED SPOTLIGHT POST	MEDIUM		RAFFLE BAGS	DEDICATED TABLE FOR PROMO MATERIALS
BREW-MASTER’S CIRCLE	\$3000	10	DEDICATED SPOTLIGHT REEL	LARGE	“PRESENTED BY” BRANDING	RAFFLE BAGS & VIP BAGS	DEDICATED TABLE, “BOIL OVER” STAGE TIME

YOUR ISLAND ESCAPE AWAITS

Trade your lab coat or business suit for a Luau shirt.

The 33rd Annual Southern California Homebrewers Festival is transforming the traditional beer fest into a weekend-long Tropical Oasis. This isn't your standard pour-and-pass event; it's a deep dive into the heart of fermentation culture. Imagine a weekend where "vacation mode" meets "mash tun" mastery.

Why This is the Must-Attend Event of the Season:

- **The Rare & The Bold:** Experience innovative homebrewed beers that you won't find on any retail shelf—experimental fruits, wild yeasts, and tropical infusions served by the brewers themselves.
- **The Coveted Bottle Share & “Trick-or-Treating”:** Join the legendary after-hours bottle share, where the most elusive stashes in the region are uncorked under the stars.
- **Education & Bragging Rights:** Level up your skills with speaker sessions by industry professionals, then see if your pour has what it takes to win the ultimate tropical-themed bragging rights competition (BRO).

The Full Experience: We're taking over the campground with live local bands, merch booth, and a massive fundraising raffle packed with top-tier brewing gear & supplies.



A TROPICAL TOAST TO CRAFT & COMMUNITY

California Homebrewers Association's mission is to cultivate the spirit of homebrewing excellence through education, innovation, and community at the 33rd Southern California Homebrewers Festival.

With over 40 homebrew clubs in attendance, 1000+ festgoers flock to the vast campground of Vail Lake KOA in Temecula, CA for an array of exciting events, including a "bragging rights only" competition, where Southern California's most creative homebrewers can showcase their craft by entering a homemade beer, seltzer, or mead in the style of this year's Festival theme (tropical).

Additional highlights are the large fundraising raffle and educational speaker sessions, that both support the growth of this hobby. As the cherry on top, local SoCal bands fill the air throughout the day with fun songs & good vibes.



Tropical leaves, including a large green monstera leaf and a palm frond, are positioned in the top-left and top-right corners of the page against a light pink background.

**GRAB YOUR TASTING GLASS AND
FIND YOUR PARADISE.**

**THIS IS WHERE THE BEST BEER IN
SOCAL IS MADE...**

BY THE PEOPLE, FOR THE PEOPLE.

**INTERESTED IN LEARNING MORE?
CONTACT SPONSORSHIPS@CALHOMEBREWERS.ORG**

