

Autumn Brews



October



The Event

Toast the fall season with a cold glass of beer in the beautiful outdoor setting of the Chicago Botanic Garden. Oktoberfest celebrations are renowned throughout Europe, and the Garden joins in the festivities. Guests “drink in” the best of the season as numerous breweries pour their seasonally selected beers. Tasting glasses and tasting sheets help guests keep notes on their favorite beers, which are also available for purchase by the bottle. Local food vendors sell light fare such as sliders, knockwurst, pretzel poppers, and cheeses. With its relaxed pace, memorable setting, and specialty brews to sample, it’s a refreshingly unique evening at the Garden.

The Setting

Autumn Brews is situated under the dramatic canopied terrace of McGinley Pavilion. Located on the water’s edge, this favorite venue at the Garden offers breathtaking views of the Garden bursting in fall colors.

The Attendees

Autumn Brews reaches a well-educated, affluent audience looking for unique and exceptional experiences. These city and suburban dwellers love good food and drink and have discretionary income to seek out-of-the-box entertainment and opportunities to socialize. They live and work primarily on the North Shore and in downtown Chicago. Attendees have an interest in and palate for the best in food, beverages, and spirits.

The Opportunity

Autumn Brews offers sponsors access to an upscale audience of quality-conscious, craft beer and food lovers in a beautiful fall setting. Autumn Brews is the perfect opportunity to present your clients with a memorable, unique, and enjoyable experience.

The Sponsorship

Presenting	\$15,000
Major	\$10,000
On-site	\$5,000



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