



2026

SPONSORSHIP INFORMATION

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What is BayBrew Fest?

BayBrew Fest is the Central Coast’s ultimate craft beer celebration, bringing together over 30 breweries, live music, food trucks, and thousands of beer enthusiasts for one unforgettable summer day in Monterey. With a strong focus on community, coastal culture, and bold flavor, BayBrew Fest blends quality and experience in one high-energy event.



Why Sponsor?

Partnering with BayBrew Fest gives your brand direct access to a diverse, experience-driven audience of young professionals, locals, and tourists – all gathered to enjoy a high-visibility, high-engagement environment.

Let’s brew something great - together.

- Estimated Reach: 2K in-person attendees
- Social Media & Email Marketing Exposure
- Branding Opportunities On-Site & Online
- Press & Media Coverage Across Regional Outlets



Contact For More

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