



2026 CANNABIS SPONSORSHIPS

- \$750
- Multi-platform social recognition
- All-day, on-site marketing & promotional booth in BayBrew VIP Section (no on-site sales)
- E-newsletter recognition
- 2 complimentary tickets (\$100 value)
- No on-site sales



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. The event occurs on June 27, 2026, from 12-4 for VIP access, and 1-4 for GA access. The VIP section is open to VIP ticketholders for the duration of the 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. Although we’re rooted in craft beer culture, a significant amount of our core followers are active in local cannabis culture, making cannabis sponsorships an aligned opportunity for your brand.

Why Work With Us?

- Estimated Reach: 2K in-person attendees
- Social Media & Email Marketing Exposure (25k+)
- Branding Opportunities On-Site & Online
- Press & Media Coverage Across Regional Outlets
- Direct exposure to target Cannabis market in Monterey

Get In Touch



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