



HOPS in the PARK

SPONSORSHIP OPPORTUNITY

Saturday, November 7, 2026 | 11am - 5pm

henricusfoundation.org

What's Hops in the Park?

Hops in the Park is a national award-winning hops and harvest festival celebrating agriculture and the long, rich history of brewing in Virginia.

Approximately 3,000 people attend each year.

Features: 35+ Virginia craft beers, local ciders and wines, brewing demonstrations, crafts market, live music, food trucks, and of course – Virginia history.



What's Henricus Historical Park?

Henricus Historical Park, *a living history museum*, recreates the second successful English settlement in North America and the Powhatan Indian village of Arrohateck. Henricus offers exceptional educational programming and special events for adults, children, and schools. Henricus Foundation is a nonprofit 501(c) (3) organization that operates in partnership with Chesterfield County.



Who benefits from the proceeds of Hops in the Park?

Proceeds from Hops in the Park benefit children's education programs at the Park, which have supported up to 10,000 area school children each academic year.





HOPS in the PARK

SPONSORSHIP LEVELS

\$5,000 India Pale Ale

- Your company logo included on large banner at the entrance to the event
 - Name and logo placement on event maps and website **with live link**
 - *Logo will remain on website from time of sponsorship payment until 5/30/2027.*
 - Media mentions – social and press releases
 - 2 pre-event social media posts and 1 post-event social media post
 - Plus mention in press releases and other media spots.
 - 10x10 company space for representatives to display sponsor information
 - Preferred parking passes
 - 10 beer tickets (good for 10 full pours)
-

\$3,000 Kölsch

- Your company logo placed on large banner at the entrance to the park and stages
 - Media mentions
 - 2 pre-event social media posts and 1 post-event social media post
 - Name and logo placement on event maps and website **with live link**
 - *Logo will remain on website from time of sponsorship payment until 12/30/2026.*
 - 10x10 company space for representatives to display sponsor information
 - Preferred parking passes
 - 7 beer tickets (good for 7 full pours)
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\$1,000 Pilsner

- Your company logo placed on large banner at the entrance of the park
 - Name and logo placement on website and event map
 - *Logo will remain on website from time of sponsorship payment until 12/30/2026.*
 - 10x10 company space for representatives to display sponsor information
 - Preferred parking passes
 - 3 beer tickets (good for 3 full pours)
-

\$500 Stout

- Your company logo placed on large banner at the entrance of the park
- Name and logo placement on website and event maps
 - *Logo will remain on website from time of sponsorship payment until 12/30/2026.*
- Preferred parking passes





HOPS in the PARK

SPONSORSHIP AGREEMENT

Company Name: _____

Company Contact: _____

Address: _____

Email: _____

Phone: _____

I hereby agree to sponsor Hops in the Park at the _____ level by paying \$_____.

Full payment of sponsorship is due with signed agreement. Please make check payable to the Henricus Foundation – P.O. Box 2363, 12300 Rock Hill Road, Chester Virginia 23831.

By the signature below, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the named sponsor.

Signature: _____

Date: _____

