



SOUTHERN  
ACCENTS

## CHARLOTTE LOVES BEER

Thursday  
December 12, 2024  
7 -9 PM

**Free Range Brewing**  
2320 North Davidson Street, Charlotte

For tickets, visit  
[museumofthenewsouth.org](https://www.museumofthenewsouth.org)

Levine Museum of the New South is excited to offer a sponsorship opportunity for Charlotte Loves Beer, part of our popular Southern Accents series for contemporary Southern cultural events. Southern Accents events are participatory programs that bring together both newcomers and rooted members of the Charlotte community to share in experiences that build a sense of local history, culture, and identity. These events create connections for lifelong learners, not only with other history enthusiasts, with unique local cultures, and with culturally significant Charlotte sites.

Charlotte Loves Beer is a historical discussion on how Charlotte, home to over 75 breweries, became a brewery center. The program will feature Daniel Hartis, author of **Charlotte Loves Beer: A History of Brewing in the Queen City**, a curated beer tasting, and themed trivia.



### BENEFITS OF SPONSORSHIP

- Brand Visibility
- Community Engagement
- Marketing Opportunities
- Positive Impact

### **\$150** SPONSORSHIP OPPORTUNITY

- Logo on welcome signage at event and the event web page
- Featured in email blast to advertise event (20k+) and social media posts to advertise the event (36k)
- Sponsorship mention in any media associated with the event
- Two tickets to the event and tasting
- The opportunity to have a promotional table at the event



For more information about sponsorship opportunities, please contact [tcarter@museumofthenewsouth.org](mailto:tcarter@museumofthenewsouth.org).