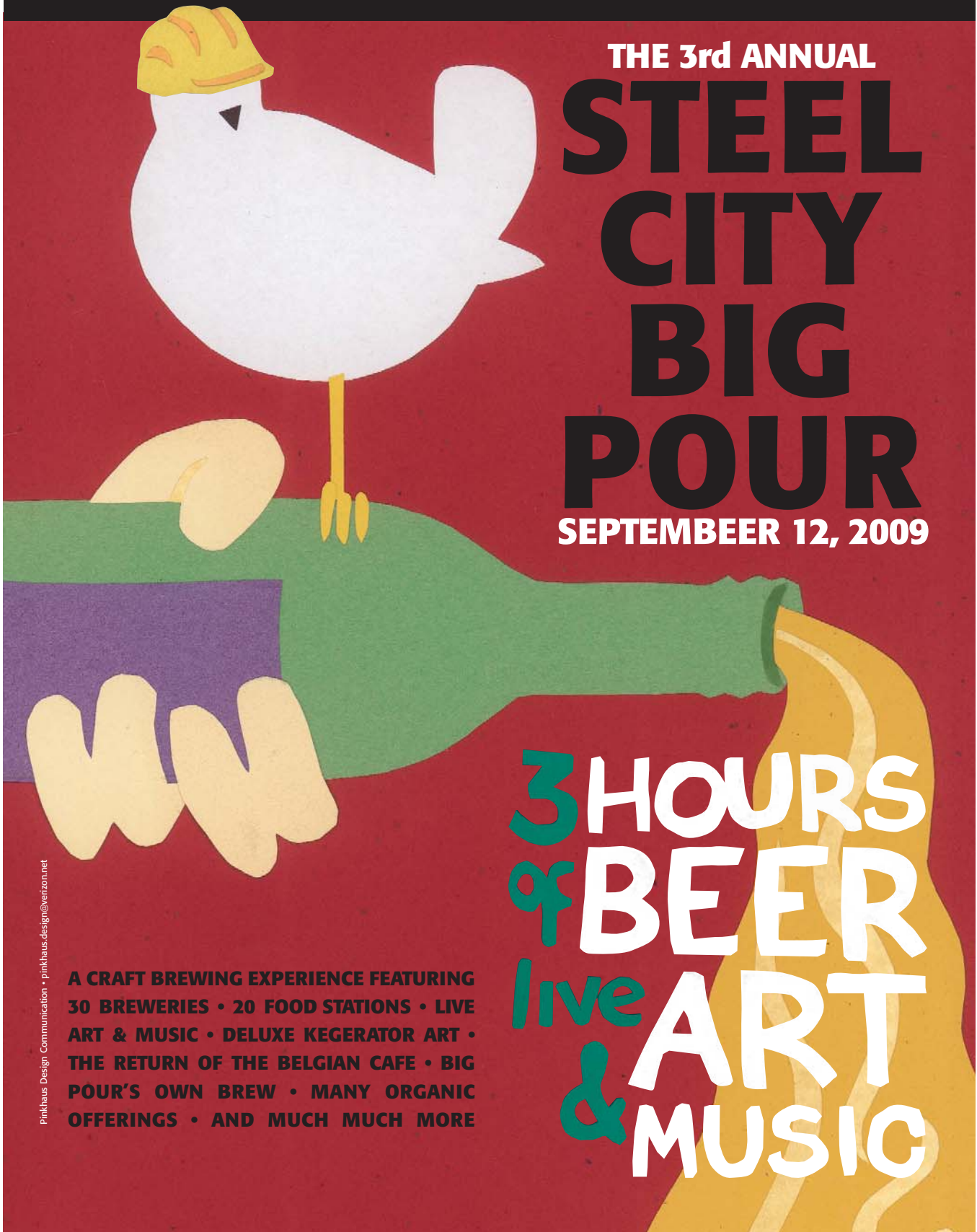


CONSTRUCTION JUNCTION PRESENTS

THE 3rd ANNUAL
**STEEL
CITY
BIG
POUR**
SEPTEMBER 12, 2009



Pinkhaus Design Communication • pinkhaus.design@verizon.net

A CRAFT BREWING EXPERIENCE FEATURING
30 BREWERIES • 20 FOOD STATIONS • LIVE
ART & MUSIC • DELUXE KEGERATOR ART •
THE RETURN OF THE BELGIAN CAFE • BIG
POUR'S OWN BREW • MANY ORGANIC
OFFERINGS • AND MUCH MUCH MORE

3 HOURS
& BEER
live ART
& MUSIC


Construction Junction
BUILDING MATERIAL REUSE

214 N. Lexington St. Pittsburgh, PA 15208
in North Point Breeze

www.constructionjunction.org

Event Sponsor Information



"The Big Pour" session one in full swing.

Construction Junction is seeking sponsors for our annual fundraiser event—The Third Annual Steel City Big Pour—to be held on September 12, 2009. Construction Junction held its first Big Pour in September of 2007. Both of our prior events were extremely successful and we could not have succeeded without the generous support of our event sponsors.

In recent years, Construction Junction has established itself as a leader in the grass roots green revolution in Pittsburgh. A recipient of the 2008 Western Pennsylvania Environment Award, CJ uses the funds raised from the Big Pour to strengthen our organization and expand our ability to serve our mission—promoting conservation through the reuse of used and surplus building materials.

Event Overview

Over the past few years, the Big Pour has emerged as the preeminent craft beer festival in the region. At last years' event, CJ sold out both sessions at 1,000 tickets per session. When including complimentary tickets to the brewers, restaurants and volunteers who helped make our event so successful; nearly 2,500 people participated in the Big Pour. The combination of excellent craft brewers, great food from local restaurants, and live music and art, makes the Big Pour both a unique and truly memorable event. Everyone that participated and attended had a great time. The third annual Big Pour will be held Saturday, September 12, 2009. Like last year's event, we will have two sessions. This year we plan to expand the event and sell 1,100 tickets for each session, utilizing space within our retail store, as well as our warehouse, and the parking lot. More than 30 craft brewers and 20 local restaurants, and a dozen or so artists will participate in the event.

Event Marketing and Publicity

We are preparing a multifaceted publicity campaign for the event, which includes:

- **Print materials** The event logo features very cool and attractive art that “reuses” images from the original 1969 poster for Woodstock. The Big Pour art is featured on the event poster and other print materials used to publicize the event. We plan to print 1,000 posters and distribute these throughout the region. The participating breweries and restaurants to help publicize the event.
- **Web** We built a dedicated Big Pour website, which is attached to the CJ website. Sponsor logos will be included on the Big Pour website starting in June. The website will be maintained year round.
- **Email blasts** We will be using the CJ email “blast”, which is sent out weekly to our list of 10,000 customers and friends.
- **Advertising** We plan to ads Pittsburgh City Paper, and several other local publications. Like last year, we plan to have a media sponsor for the event.
- **News articles** As we had last year, we fully expect to obtain free publicity by reaching out to various publications like the Pittsburgh Post-Gazette, the Pittsburgh Tribune-Review, the Pittsburgh Business Times, and the Pittsburgh City Paper, etc. to publish articles on both the event and Construction Junction. Bob Batz, who writes regular articles on beer and wine in the P-G, has already agreed to cover the event.
- **Ticket sales** Tickets will be sold on-line through Pittsburgh ProArts, via a direct link from the CJ website.



A sampling of “The Big Pour” attendees enjoying the samples.

Sponsorship Opportunities

We are offering 4 sponsorship levels.

“Keg”	\$3,000 (maximum of 6)
“Growler”	\$1,000
“Pint”	\$500
“Taster”	\$300

In return for sponsoring the event, your organization will receive the following benefits:

- **Event publicity materials** Keg level sponsors will be listed on several event publicity materials including the event posters. We plan to print 1,000 posters.
- **Program guide** Prominent listing in the event program guide. We are preparing a high quality booklet using the thematic logo and artwork for the event. A copy of the program guide, which will include all event sponsors as well as all participating craft beer brewers and restaurants will be provided to all participants.
- **CJ Website listing & email blasts** We will list sponsors on the CJ website for approximately 4 months prior to the event. Sponsors will also be featured in CJ email blasts publicizing the event.
- **Complimentary tickets** We will provide sponsors with complimentary tickets to the event. The cost of the tickets has been set at \$45, which includes the ticket processing fee.
- **Recognition signage at event** We will have at least one large sign and several smaller signs with sponsor names prominently displayed at the event.
- **Exposure at event** As a sponsor, you are invited to set up a display and distribute marketing materials for your company\organization at the event. The sponsors who took advantage of this at last years’ event received some great additional exposure.
- **CJ Discount** You will receive a discount coupon for purchases at CJ.



“The Big Pour” session two participants enjoying great food and really great beer.

Summary of Sponsorship Benefits

Sponsorship Level	Cost	Program Guide	Comp Tickets	Event Pass	CJ Merchandise Discount Coupon	CJ Website Listing	Event Signage
“Keg”	\$3,000	Full Page Ad	10	2	25% off up to \$1,000	Yes w logo	Yes
“Growler”	\$1,000	Half Page Ad	6	N/A	25% off up to \$500	Yes w logo	Yes
“Pint”	\$500	Quarter Page Ad	4	N/A	25% off up to \$100	Yes w logo	Yes
“Taster”	\$300	Name Listing	2	N/A	25% off up to \$50	Yes w logo	Yes

Note:

- Complimentary tickets are to either one of the 2 sessions
- Event Passes are good for the entire event—both sessions and the lunch in between sessions
- CJ Website for the Big Pour will be operational in early June

Event Planning

The Big Pour event is sponsored by the Board of Directors of Construction Junction. The organizing committee is led by Board Member David Lagnese. The committee includes a group of experienced craft brew and other event planners, and includes



The Big Pour lit up in neon.

CJ Board Members, CJ employees and a number of “friends” of CJ—all of whom are donating their time to organize this incredible event. David Lagnese can be reached at 412-780-8402 or david.lagnese@verizon.net.

About Construction Junction

Construction Junction is a Section 501(c)(3) non-profit organization that promotes conservation through the reuse of used and surplus building materials. We are located in the heart of the East End of Pittsburgh in a 70,000 square foot building that contains both our warehouse and retail store. We strive to keep usable building materials out of landfills by harvesting and re-selling the usable materials to the community at very low cost. In this way, our mission has both an environmental and social focus.

Construction Junction is supported by the Pennsylvania Resources Council, which is Pennsylvania's oldest grass roots environmental organization. On a yearly basis, it is estimated that Construction Junction keeps approximately 1,000 tons of building materials out of area landfills. We attract customers from over 600 zip codes and records about 25,000 purchases annually. Our gross revenue for 2008 exceeded \$1,000,000.

As Construction Junction continues to grow, our Board has identified a number of critical areas that require us to pursue grants and fund-raising opportunities to meet the capital needs of the organization. Funds raised from this event will go directly into increasing our capacity to salvage greater quantities of building materials as well as help us to develop space to support artists who work with our materials.

For more information, please visit our website at www.constructionjunction.org

Construction Junction Wins Environmental Award

This awards program recognizes and honors outstanding achievements of organizations, businesses, schools and individuals in a wide range of environmental initiatives throughout the region. The awards pay tribute to those who have demonstrated a commitment to environmental excellence, leadership and accomplishment in their respective fields.

Learn more at www.pecpa.org/wpea



More Event Snapshots



Custom-designed 'Kegeators' in silent auction.



Live art- Chainsaw artists from Sprague Farms.



Live music featuring "Hoodoo Drugstore".



"The Big Pour" beer signs crafted from CJ's warehouse of reclaimed doors.



More fans of "The Big Pour".



Signage for our popular Belgian feature.