



Sponsorship Opportunities

23RD – 25TH OCTOBER 2026



WAKEFIELD EXCHANGE



WX



Welcome

Welcome to the eighth edition of Wakefield Beer

After a seven-year break, Wakefield Beer returns in 2026 with a fresh vision, a new venue and four of Wakefield's most respected organisations behind it.

Wakefield Beer 2026 brings together Wakefield Round Table, Jolly Boys Brewery, HB Clark and Wakefield Exchange to create a celebration of independent brewing, local food, live entertainment and community spirit.

Held over five sessions across the weekend, the festival will showcase more than 100 carefully selected beers, ciders, craft drinks and street food vendors in the heart of Wakefield. Whether you're looking to raise your brand profile, entertain clients or support your local community, we'd love to welcome you as a partner.



Meet the Festival Hosts

Wakefield District Round Table

Wakefield District Round Table is a group of local men who enjoy trying new experiences, supporting the community and raising money for good causes across the district.

Throughout the year members organise social events, community projects and major fundraising activities including Wakefield Beer and the much-loved Santa Sleigh. Every pound raised helps support local charities, schools, community groups and individuals throughout Wakefield, ensuring the money stays within the local area where it can make the greatest difference.

Jolly Boys Brewery

Founded in 2016, Jolly Boys Brewery has become one of Wakefield's best-known independent breweries, producing award-winning modern cask and keg beers. In 2025 the brewery relocated to Wakefield Exchange, opening the popular Exchange Tap and creating a destination for craft beer lovers in the heart of the city. Alongside the brewery, Jolly Boys also operate The Jolly Tap in Barnsley and The Mallard at Moorthorpe Railway Station, continuing their commitment to great beer and Yorkshire hospitality.

HB Clark

Established in 1906, HB Clark has remained family owned for more than a century, building a reputation for outstanding service and reliability. From a single depot in Wakefield the business has grown into one of the North's leading independent drinks wholesalers, operating from nine depots and supplying thousands of hospitality venues across the region. Their commitment to customer service remains unchanged today, making them an ideal partner for Wakefield Beer Festival.

Wakefield Exchange

Wakefield Exchange has become the city's home for food, drink, culture, entertainment and independent business. With live music, comedy, events, creative workspaces and fantastic food and drink all under one roof, it has transformed the former Market Hall into one of Yorkshire's most exciting destinations. As the home of Jolly Boys Brewery and the 2026 Wakefield Beer Festival, it provides the perfect setting for bringing together breweries, local businesses and beer lovers.



Festival at a Glance

Opening its doors from 23rd - 25th October 2026 at Wakefield Exchange

5 Festival sessions

Friday 23rd

Corporate VIP Session 12pm - 5pm

Public Session 6pm - 10pm

Saturday 24th

Public Session 12pm - 5pm

Public Session 6pm - 10pm

Sunday

Public Session 12pm - 5pm

100+ Beers & Craft drinks with independent street food.
Live music and entertainment with thousands of visitors over the weekend supporting the local community.



Grow your business, with Wakefield Beer 2026

Put your brand in front of thousands of local customers while supporting one of Wakefield's biggest community events.

This is more than sponsorship. It's an opportunity to increase brand awareness, generate new customers, entertain clients and demonstrate your commitment to the local community.

With thousands of visitors expected across 5 sessions over 3 days and a marketing campaign reaching more than 10,000 local followers, your business will benefit from promotion before, during and after the event.

Your Business Benefits

Reach thousands of potential local customers

Raise your brand profile across Wakefield

Promote your business through our marketing campaign

Build valuable connections at the corporate VIP Session

High-impact branding throughout the festival

Align your business with a community event supporting local charities

More visibility. More connections. More opportunities to grow your business.



Sponsorship Packages

All sponsor packages include entry to the corporate VIP Session, on **Friday 23 October 2026 12:00 to 17:00.**

Includes complimentary food, drinks and a commemorative festival glass.

Headline Sponsor

Become the headline sponsor of Wakefield Beer

Promoted on festival collateral across all media as main sponsor. Full bar branding, large entrance banner, exclusive opportunity to name one of the festival beers. Private onsite brewery tour. Prime space logo on staff T-shirts. VIP glass and festival glass.

Platinum Package

As platinum sponsor you will be promoted on festival collateral across all media. Complimentary food and drink. Rename one of the beers. Logo on staff T-shirts and commemorative VIP glass and festival glass.

Gold Package

Sponsor promoted on festival collateral across all media. Logo on staff T-shirts, and sponsor a featured beer across all five festival sessions.



Sponsorship Packages

Package includes	Bronze	Silver	Gold	Platinum	Headline Sponsor
Price (+VAT)	£275	£550	£950	£1,750	£3,500
Number of guests	5	10	15	20	30
Drinks included	✓	✓	✓	✓	✓
Festival glass	✓	✓	✓	✓	✓
On screen promotions	✓	✓	✓	✓	✓
Branding across marketing	✓	✓	✓	✓	✓
Food included	✓	✓	✓	✓	✓
Branding on T-shirts			✓	✓	✓
Branding on commemorative glass				✓	✓
Named beer				✓	✓
Brewery tour					✓
Full bar branding as main sponsor					✓



Additional Opportunities

If you would like to support the festival but none of our packages are for you then we can offer:

Beer Sponsor - sponsor one of the beers at the festival for £100 and receive 4 tickets to any public session of your choice.

Have your brand logo on the screens during the festival for £75.

Bespoke packages can also be created to include wristband sponsor, bar sponsor, entertainment and stage sponsorship.



Become a Sponsor

Join us in bringing Wakefield's biggest beer event back for 2026 whilst supporting local charities, independent businesses and our community.

Become a sponsor today.

Book by Debit/ Credit Card

Book via Invoice

Email: wakefieldbeer@gmail.com

Tel: 07949846438

