



## **Retail Membership Program**

The North Carolina Craft Brewers Guild is a not-for-profit organization whose mission is to advance the interests of the craft breweries of North Carolina and to promote North Carolina craft beer.

Retail membership in the Guild is available to businesses that support the North Carolina craft brewing industry by providing products or services to the craft beer consumer. *Examples of retail members include: restaurants, bottle shops, growler stations, homebrew supply store, etc.*

### **We offer 4 levels of Retail Membership:**

- Level 1 - 1-2 retail outlets: \$200
- Level 2 - 3-10 retail outlets: \$500
- Level 3 - 11-20 retail outlets: \$1000
- Level 4 - 20+ retail outlets: \$2000

### **Retail Membership Benefits Include:**

- Business listing on [www.ncbeer.org](http://www.ncbeer.org) with a link to your website;
- Marketing kits to promote NC Beer Month & the NC Brewers Cup winners
- Contact information for NC Guild member breweries;
- Opportunity to attend Guild sponsored events, including NC Craft Brewers Conference and Trade Show (registration fees apply);
- Promotion of your events, new franchise openings, news, etc. via NCBeer social media outlets;
- Notices pushed out to brewers regarding new franchise openings or opportunities;
- Monthly newsletter keeping you updated on the latest happenings in NC Beer, including ABC regulatory updates & advisories;
- Sticker identifying your business as a proud member of the Guild.

### **For more information, contact:**

Lisa Parker, Membership & Operations Manager [operations@ncbeer.org](mailto:operations@ncbeer.org) 919-951-8588



## **#NCBeer Marketing Kits for Retail Members**

NC Beer Month (April 2018) & NC Brewers Cup (October 2018)

### **Goals**

- Visibility for NC Craft Beer surrounding NC Beer Month (April 2018)
- Increased consumer awareness of local brands available in your stores
- Increased consumer traffic in local beer section of your stores

### **NC Beer Month Marketing Kit Features (March-April 2018)**

- Use of NC Beer Month 2018 logo
- List of NC Craft Brewers Guild member breweries (with sales contacts) to highlight/feature during NC Beer Month
- 'Visit an NC Brewery' tie-in promo / contest
- Regular tweets from @NCBeer highlighting your store's partnership throughout March, April, October and November (13K followers)
- Carry-over into October & November via NC Brewers Cup (see below)
- Poster design for stores with space for store branding
- Customizable press release, tweets, and Facebook posts

### **NC Brewers Cup Marketing Kit Features (October - November 2018)**

- Use of NC Brewers Cup 2018 logo
- List of NC Brewers Cup winners (with sales contacts) in each beer style category to feature during the months of October and November (available October 1, 2018)
- Store callout in NC Brewers Cup winners booklet -25K copies distributed at the NC State Fair and in retail stores in October & November + digital distribution online
- Regular tweets from @NCBeer highlighting your store's partnership in October and November
- Poster design with space for store branding
- Customizable press release, tweets and Facebook posts