

# BrewSmart

EDUCATIONAL SERIES

# SPONSORSHIP OPPORTUNITIES





## WHAT IS BREWSMART?

Our BrewSmart Series provides education and networking to our NC Craft Brewers Guild members. Taking place in cities throughout our gorgeous state, this all-day event, followed by a Member Social, occurs at least three times a year.

## WHY OUR SPONSORS LOVE IT

Promotion will reach all 300+ breweries across North Carolina. You can get your product or service in front of the people who need it most, and have a beer with them along the way.

- Be spotlighted in posts on the Guild's social media and have your name mentioned to over 5,830 followers on Instagram and over 660 followers on Facebook.
- Be featured in our weekly E-Newsletter that goes exclusively to industry members.
- Have the opportunity to network with brewery members and friends (an average of 100 attendees per educational event.)

## EXAMPLE POST

## SAMPLE SCHEDULE

9:30 am	Check-in
10-10:50 am	Presentation #1
11-11:50 am	Presentation #2
12-1 pm	LUNCH
1-1:50 pm	Presentation #3
2-2:50 pm	Presentation #4
4-6 pm	Member Social!



# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR \$2,000 (1 AVAILABLE)

- Featured placement on all event marketing materials.
- Logo on signage at the event.
- Recognition with logo in BrewSmart program.
- Opportunity to place literature on attendee seats.
- Opportunity to address the audience at welcome & close of programming.
- 2 complimentary registrations for representatives of your company.
- Complimentary vendor table at BrewSmart.
- Recognition by the emcee.

## MEMBER SOCIAL SPONSOR: \$1,250 (1 AVAILABLE)

The Member Social will be held at a neighboring brewery, 4 pm-6 pm after the conclusion of BrewSmart programming. Build the event to highlight your company. Work with your participating brewery partner to offer food, beverage, music, prizes, etc... Create an event to be remembered. This event is open to all members of the NC Craft Brewers Guild, regardless of event registration. Benefits include:

- Listing as a sponsor in the BrewSmart program and pre-event marketing.
- Inclusion on the Member Social event invite sent out to the Guild's email listserv;
- Your company is recognized at the close of BrewSmart programming.
- Your company logo on signage at the social.
- 1 complimentary registration for representatives of your company.
- Opportunity to provide branded glassware or other promo items to guests.
- Opportunity to welcome attendees at your social as well as provide your company's merchandise or samples.

NOTE: Sponsor is responsible for providing food & beverage.

## LUNCH SPONSOR: \$1,000 (1 AVAILABLE)

- Opportunity to address the audience on the mic at lunch. (2-minute pitch!)
- Recognition by the emcee.
- Logo on lunch table signage.
- Logo in BrewSmart program.
- 2 complimentary registrations for representatives of your company
- Catered lunch will be provided.

## MORNING COFFEE BREAK SPONSOR: \$500 (1 AVAILABLE)

- Opportunity to address the audience on the mic at the end of our first session.
- Recognition by the emcee.
- Logo on coffee table signage.
- Logo in BrewSmart program.
- Coffee will be provided.

NOTE: May improve upon the sponsorship by providing food.

## CHOOSE WHICH BREWSMART WORKS FOR YOU

Bookkeeping and Accounting – April 4, 2022

Technical Brewing – June 27, 2022

Marketing and Front-of-House – September 12, 2022



Contact Shannon Taylor ([shannon@ncbeer.org](mailto:shannon@ncbeer.org)) or Russ Haddad ([russ@ncbeer.org](mailto:russ@ncbeer.org)) to discuss how we can work together!

The North Carolina Craft Brewers Guild is a not-for-profit 501(c)6 tax-exempt organization comprised of independent NC brewers, allied trade vendors, and retailers focused on promoting North Carolina craft beer.