



NCCBG Brewery Members,

We invite you to be a part of the third annual Our State Public House, sponsored by *Our State Magazine*, at the North Carolina State Fair in 2019. At the Public House, fair-goers will be able to purchase an inspiring array of craft beverages from across North Carolina!

The Public House is located inside Gate 8, the most heavily-trafficked entrance to the Fair. One million visitors attend the NC State Fair each year. With a projected attendance of 25,000 people over 11 days, the Our State Public House is an extraordinary marketing opportunity to introduce your product to a new and diverse audience.

Registration is open only to:

- Brewery members of the NC Craft Brewers Guild
- NC wineries, cideries, and meaderies

Online registration for the Our State Public House will be open from August 12 - August 25. Sign up online using the link provided on page 5. If we receive more registrants than space available, participants will be selected at random via a lottery system.

Interested? We made some adjustments to the process this year, so please read the following documentation carefully.

Questions? Please contact Jasmine Bamlet: jasmine@ncbeer.org.

Thanks!

Jasmine Bamlet
Event + Allied Member Development Manager
NC Craft Brewers Guild
919-280-6742



Participant Information

There are two options for participation in the 2019 Public House:

1. SPONSORSHIP OPTION: Breweries may sponsor a tap for a 1-day feature or a 5-day feature:
 - 1-Day Feature Sponsorship: \$165
 - 5-Day Feature Sponsorship: \$725

If you select the SPONSORSHIP option, the Guild will purchase your product at the standard wholesale price, within the following limits:

- \$80 maximum / sixtel of beer
- \$170 maximum / half-barrel of beer

2. DONATION OPTION (*preferred method*): Breweries may choose to donate their product in lieu of the above sponsorship rate.

- 1-Day Feature Donation: 2 sixtels *or* 1 half-barrel
- 5-Day Feature Donation: 9 sixtels *or* 2 half-barrels + 3 sixtels

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3. BANNER SPONSORSHIP: Want to take your Public House marketing to the next level? This year the Guild will be accepting your company banners to display outside the Public House. Banners will be on display for the duration of the time that your beer is on tap. (*Subject to NC State Fair approval of banner design.*)

- 1-Day Banner Sponsorship: \$100
- 5-Day Banner Sponsorship: \$500

NOTE:

- Strict ABV limit of 7.0% ABV on all beer provided.
- You may send only one (1) brand to the Public House.



FAQ's

- The North Carolina Craft Brewers Guild is a non-profit, member-based organization that is dedicated to advancing the NC craft beer industry. The Our State Public House is our largest fundraising event of the year - *help us make this an annual success!*
- **VOLUNTEER:** *Support your Guild* by sending a brewery representative to work a volunteer shift, and educate folks on your product and your business. That individual will be compensated with a free pass to the State Fair for the remainder of the day.
- **NC Public House Schedule:**
 - Opening Day of the Fair: Thursday, October 17th, 3:00 pm - 9:00 pm
 - Friday - Saturday, 12:00 pm - 10:00 pm
 - Monday - Thursday, 12:00 pm - 9:00 pm
 - Last Day of the Fair: Sunday, October 27
- Each 5-day session has predicted traffic of over 10,000 people. Daily traffic may be as high as 2,500 people/day at the Public House, depending on the weather and day of the week.
- Paid staffing and volunteers will be managed by the Guild. All paid staffers will be ServSafe certified, and educated by Guild staff on the basics of beer styles, while the NC Fine Wine Society will assist with wine education.
- Crafty Beer Guys will be providing draft set-up and line cleaning throughout the fair.
- Brewery leadership is encouraged to attend as a special guest. Contact [Jasmine Bamlet](#) to reserve your ticket. *Advance notice required; Limited availability.*



PRODUCT INFORMATION

- Strict ABV limit: No beer will be accepted above 7.0% ABV
- All product provided must be approved by the NC ABC.
- The Public House serves as an introduction to craft beer for many of the 25,000+ guests. *Approachable sessionable styles tend to pour best.*
- Delivery schedule:
 - Session 1: Tues-Weds Oct 15-16 (possible second delivery Mon Oct 21)
 - Session 2: Tues Oct 22 (possible second delivery Fri Oct 25)

CONSUMER EXPERIENCE

The Public House will offer guests 2 beer/wine/cider tickets for \$10. Each ticket can be exchanged for either one 8-ounce pour of beer/cider OR one 3-ounce pour of wine/mead. Patrons will only be allowed to visit once daily per State Fair regulations.

This year, *for the first time*, children will be allowed in the Our State Public House common areas. Children will NOT be allowed in the serving rooms.

MARKETING & SALES

The Our State Public House will be promoted by many partners, resulting in broad outreach to 100,000's of potential customers. Examples include:

- Banners at multiple gates throughout the Fair
- Regular PA announcements during the Fair
- Inclusion in the 2019 Daily Schedule with map listing
- Promotion via the 'Beer NC' app designed by Our State Magazine
- Promotion via Untappd
- Social media promotion via Our State, Guild, NC State Fair, NC Wine, and participating breweries and wineries. You will receive turn-key media kits.
- Participation in the NC State Fair Media Day with sampling
- PR campaign to statewide media outlets (print, TV, radio, online and podcasts)
- NC Wine map and guide to NC Wineries available to Pub patrons



SELECTION LOTTERY

Registration for the Our State Public House will be OPEN from August 12 - August 25.

- If we receive more registrants than space available, participants will be selected at random via a lottery system. Participants will be notified of lottery results by August 31.
- If selected, you will be contacted to determine your choice of participation:
Sponsorship Option or Donation Option
- Sponsorship payments & donation commitments are due by September 8, 2019. If we do not receive your payment or commitment by September 8, we will randomly select another company to fill the space.

TERMS AND CONDITIONS OF PARTICIPATION

- We reserve the right to return any product that is damaged or unsalable.
- We reserve the right to return any unopened product at the end of the Fair for a full refund of wholesale price (if purchased.)
- We may need to re-order additional product during the course of a 5-day session. If you or your wholesaler are unable to deliver, we reserve the right to put on another company's product for the remainder of your sponsored session.
- Cancellation Policy
 - Sponsorships are partially refundable under the following terms:
 - 50% refund until September 15, 2019
 - No refund after September 15, 2019

Ready to sign up?

[Visit the Events registration page at ncbeer.org](http://ncbeer.org)

CONTACT / QUESTIONS:

Jasmine Bamlet
NC Craft Brewers Guild
jasmine@ncbeer.org