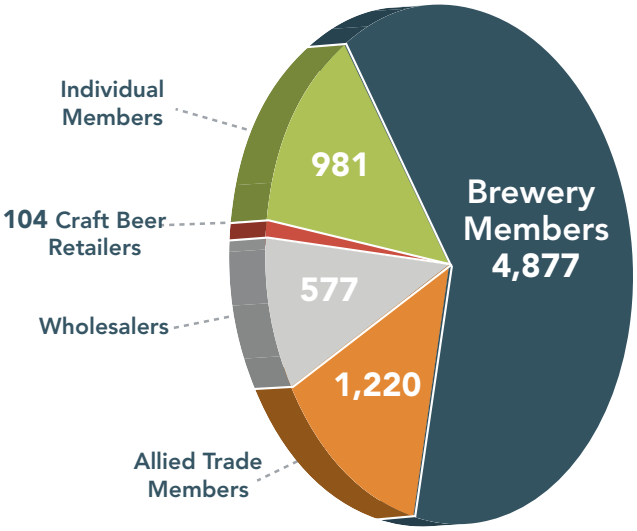
BREWERS ASSOCIATION®

Advertising & Sponsorship Opportunities

The Brewers Association is an organization of brewers, for brewers and by brewers. More than 4,800+ U.S. brewery members and 46,000+ members of the American Homebrewers Association® are joined by members of the allied trade, beer wholesalers, individuals, other associate members and the Brewers Association staff to make up the Brewers Association, a 501(c)(6) not-for-profit trade association.



Brewers Association Professional Membership

7,759

Total Members*

*as of 8/2016

U.S. Craft Brewing Stats

4,200+
Craft Breweries

2,200
Brewers in Planning

2
Brewery openings per day

70%
Brewers Association Brewery Members

18%
Growth in 2014 (By Volume)

Purpose

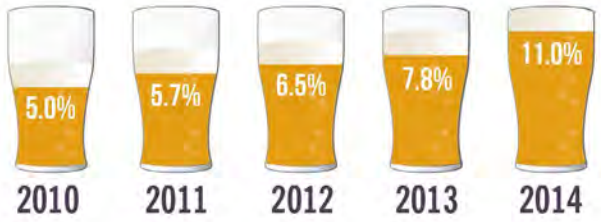
To promote and protect American craft brewers, their beers and the community of brewing enthusiasts.

Mission

By 2020, America's craft brewers will have more than 20 percent market share and will continue to be recognized as making the best beer in the world.

2014 Craft Beer Market Snapshot

Volume Share for Craft Brewers



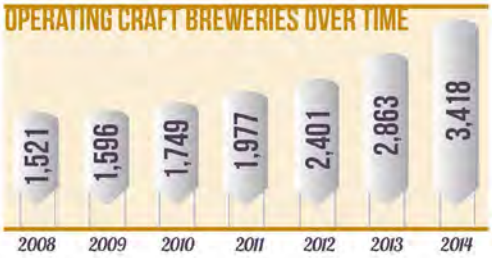
Craft Retail Dollar Value Growth

Craft Brewer Volume Growth

Craft Beer Barrels Produced

U.S. Operating Breweries

Small Brewing Jobs



Openings and Closings

Brewers Association Opportunities Overview

Reach all segments of the craft brewing community to build awareness, create brand recognition and grow your customer base. The Brewers Association (BA) offers a wide variety of advertising and sponsorship opportunities to meet your goals and bottom line.

The New Brewer 6

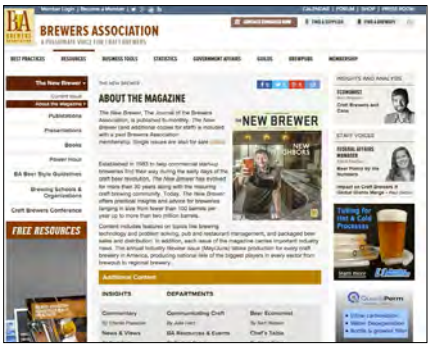
Packed with brewing techniques, business and marketing insights, and operations information, *The New Brewer* is the go-to resource for brewing professionals. With a circulation of more than 20,000 and a readership of more than 30,000 brewing industry professionals, you can consistently reach a diverse and receptive audience.

Brewers Association Forum Daily Email 9

More than 18,000+ industry professionals use this Forum to network and communicate at both the national and global level. This moderated, daily email digest will provide your company with visibility in BA members' inboxes every day.

BrewersAssociation.org Banner Advertising 10

Our flagship website receives more than 303,000+ pageviews per month from a professional audience, giving you thousands of targeted impressions.



Brewers Association Digital Sponsorship . . 11

Capitalize on the popularity of all digital assets the Brewers Association uses to reach the professional brewing community. By placing a banner ad on BrewersAssociation.org, sponsoring a section of BrewersAssociation.org and running weekly Classified advertisements on the daily moderated email Forum, your company is sure to stand out during this one-month sponsorship.

CraftBeer.com Banner Advertising 12

Recently rated The Beer Website of the Year by *Men's Journal*, CraftBeer.com provides advertising exposure to beer enthusiasts, beginners and experts alike, with more than 250,000+ visits and 406,000+ pageviews per month.

Photos © Brewers Association and Jason E Kaplan

CraftBeer.com Digital Sponsorship 13

Be recognized as providing the latest information to beer enthusiasts through a one-month sponsorship of CraftBeer.com. Your advertisement will be placed, unlimited impressions, on CraftBeer.com and the American Homebrewers Association Forum, as well as be the only vertical banner advertisement underneath navigation for an entire section.

Craft Brewers Conference 14
& BrewExpo America® Sponsorships
May 3–6, 2016

More than 13,500 professionals throughout the brewing industry attend this conference to increase their brewing and business knowledge, as well as their industry connections. Take advantage of opportunities that reach the most engaged and knowledgeable professionals in the trade.

SAVOR℠: An American Craft Beer & 20
Food Experience Sponsorships
June 3 & 4, 2016

The benchmark beer and food pairing event, SAVOR sees beer enthusiasts and foodies alike enjoy the best that America's craft brewers have to offer. This popular event sells out in a matter of days and is an ideal venue for outreach to the most discerning beer lovers and brewers.

Great American Beer Festival® Sponsorships, October 6–8, 2016 22

Reach 60,000 festival attendees at the moment they love beer the most—during the internationally recognized Great American Beer Festival. Your advertising and/or sponsorship can focus either on attendees or the professional brewers—a veritable who's who of the industry.

Become a member of the Brewers Association!

Please contact us about Brewers Association advertising and sponsorship opportunities.

Kari Harrington | Business Development Manager for Advertising & Sponsorship (West) 303.447.0816 Ext. 167 | kari@brewersassociation.org
Tom McCrory | Business Development Manager for Advertising & Sponsorship (East) 303.447.0816 Ext. 151 | mccrory@brewersassociation.org

The New Brewer Print Advertising

Tap into the lucrative craft brewing industry by advertising in America's premier professional brewing magazine, *The New Brewer*. Over 30,000 brewing industry professionals read *The New Brewer*. Packed with brewing techniques, business and marketing issues, and operations information, *The New Brewer* is a trusted and often-referenced guide to success in the brewing industry.

Audience

Engaged brewing professionals ranging from industry leaders to brewers who are beginning to package and distribute their craft, to those planning to create their own brewing legacy.

20,000
Circulation

30,000+
Readership

30
Countries Delivered

Brewery owners, brewers, marketing directors, operations managers and other industry professionals turn to *The New Brewer* for the advice and knowledge they need to succeed, and they'll turn to your business when they see your advertisement on the pages of this valuable resource.

Contents

Trends, technical information, news from the federal, court and state levels of industry regulation, new products available in the brewing world, recent sales data and statistics for the craft beer industry, an up-to-date supplier list, events and beer happenings, and much more!

If Interested in submitting a press release, send to Editor Jill Redding, jill@brewersassociation.org

See a free preview of the digital edition of *The New Brewer* **here**.

Pricing for *The New Brewer* Single-issue Placements

Back cover (8.625"w x 11.125"h)	$2,755	½ page vertical (4.9"w x 7"h)	$1,250
Inside front cover (8.625"w x 11.125"h)	$2,475	½ page horizontal (7.5"w x 4.68"h)	$1,055
Inside back cover (8.625"w x 11.125"h)	$2,475	⅓ page vertical (2.33"w x 9.5"h)	$865
Full page (bleed: 8.625"w x 11.125"h) (no bleed: 7.5"w x 9.5"h)	$2,100	⅓ page square (4.9"w x 4.68"h)	$775
		¼ page horizontal (4.9"w x 3.375"h)	$605
⅔ page vertical (4.9"w x 9.5"h)	$1,450	⅙ page vertical (2.33"w x 4.68"h)	$495

Artwork Specifications: High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art and fonts also accepted. Trim Size: 8.375"w x 10.875"h Live Area: 7.25"w x 10.375"h

Stand-out, specialty opportunities are also available!

Three-page Gatefold: $8,600

Double (Six-page) Gatefold: $16,000

Full-page Translucent Advertisement: $8,000

Bound-in Full-page Advertisement Insert (With Perforated Edge): $5,850

Bound-in 7"w x 5"h or 5 "w x 7 "h Advertisement Insert (With Perforated Edge): $3,500

Note: Final price of specialty opportunities may vary by issue.

Book more than one advertisement and save! *See discount table online.*

2-3 placements = 5% discount • 4-5 placements = 10% discount • 6+ placements = 15% discount

Issue	Editorial Focus	Space Close	Artwork Due	Mail Date
January/ February	Brewpubs	November 27, 2015	December 4, 2015	Mid-January
March/April	Distribution; CBC Preview	January 29	February 5	Mid-March
May/June	Industry Review	April 1	April 8	Mid-May
July/August	Technical Brewing/ Brewery Operations	May 27	June 3	Mid-July
September/ October	Sales & Marketing	July 29	August 5	Mid-September
November/ December	Raw Materials; Crop Reports	September 30	October 7	Mid-November

All dates are 2016 unless noted otherwise.

For more information: BrewersAssociation.org/opportunities

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The New Brewer Online Sponsorship

The New Brewer online is the complete online version of *The New Brewer* magazine, and is available to all Brewers Association members.

Upgrades and Additional Functionality

Animation	$450
Video	$450

19,000+
Emails Delivered

43,000+
Pageviews per month

$2,500
Two-month Sponsorship

Preview Home Page

Your logo will be prominently displayed with the image of *The New Brewer* cover for the digital edition.

Email Announcement

With each new issue, we will send an email announcement to members with your logo prominently displayed.

Home Page Advertisement

A full-page advertisement will brand the left page of the cover when readers access *The New Brewer* online. (Specs: 8.375" w 10.875" h, PDF)

Vertical Advertisement and Logo

A vertical advertisement will display to the left of each spread for the entire duration of viewing the publication. (Specs: 120 pixels w x 600 pixels h, JPG) Your logo will also be displayed in the upper right-hand corner. (Specs: 100 pixels w x 35 pixels h, JPG)

Brewers Association Daily Email Forum

The BA Forum is a moderated email digest that allows industry professionals to network and communicate at both the national and global levels. This daily e-digest is the ultimate networking tool for the brewing industry, where members suggest solutions to issues, post comments or replies to others' inquiries, etc. Each email is an opportunity to connect with a highly targeted, active audience of industry professionals.

Audience

Received by 18,000+ Brewers Association (BA) members, engaged industry professionals looking to connect with their peers.

Delivered Monday-Friday

BREWERS ASSOCIATION
Forum Digest

April 24, 2015

NEW TOPICS AND REPLIES

SUBMIT NEW TOPIC

HOPS FOR SALE, Crop Year 2013

looking for Simcoe 44-440 lbs, any will help and paying fair price

Live Oak Bank Enjoyed Meeting you in Portland!

April Power Hour "Drewing Wage and Hour Violations" Now Available

WANTED: USED 50 Liters (Midwest)

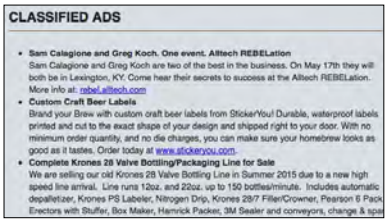
re: Wastewater pH Control

re: Using Phosphoric Acid to reduce high level of bicarbonate

6ixPack CARRIER.COM

One-Week Sponsorship

Your logo and link will be included at the top of the daily Forum, allowing readers to easily learn more about your company. Sponsorship includes 300 pixels wide x 250 pixels high with link to your website. $450 for one-week sponsorship.


CLASSIFIED ADS

- **Sam Calagione and Greg Koch. One event. Alltech REBELation**
  Sam Calagione and Greg Koch are two of the best in the business. On May 17th they will both be in Lexington, KY. Come hear their secrets to success at the Alltech REBELation. More info at: rebel.alltech.com
- **Custom Craft Beer Labels**
  Brand your Brew with custom craft beer labels from StickerYou! Durable, waterproof labels printed and cut to the exact shape of your design and shipped right to your door. With no minimum order quantity, and no die charges, you can make sure your homebrew looks as good as it tastes. Order today at www.stickeryou.com.
- **Complete Krones 28 Valve Bottling/Packaging Line for Sale**
  We are selling our old Krones 28 Valve Bottling Line in Summer 2015 due to a new high speed line arrival. Line runs 12oz. and 22oz. up to 150 bottles/minute. Includes automatic depalletizer, Krones PS Labeler, Nitrogen Drip, Krones 28/7 Filler/Crowner, Pearson 6 Pack Erectors with Stuffer, Box Maker, Hamrick Packer, 3M Sealer and conveyors, change & spa

Daily Classified Listing

The BA Forum Classified is an ideal opportunity for companies outside the industry, such as real estate agents or auction houses that offer equipment and services of benefit to BA members or for industry partners looking to reach members via email, since this is the only opportunity to do so! Advertisement includes a headline and 50-word listing. $75/day.

For more information: BrewersAssociation.org/opportunities

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BrewersAssociation.org Banner Advertising

Whenever brewing industry professionals need current, reliable information, they go to the source: BrewersAssociation.org. Here, they find stories and press releases about the latest trends and events in the brewing industry, plus a special Members-Only section with exclusive, proprietary resources, such as technical information, industry survey data and marketing tools.

128,000+
Visits per Month

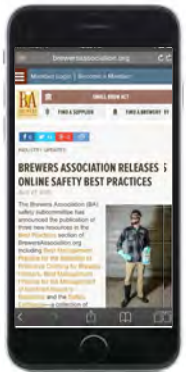
303,000+
Pageviews per Month

Audience

Professional brewers, members of the trade and aspiring brewers seeking news and resources from the craft brewing industry's nationally recognized trade organization.

Pricing

Pricing is structured as a flat rate of $600 per month for an unlimited number of banner impressions on HomebrewersAssociation.org. $750 per month to activate tablet and phone impressions as well, which offers a significant increase in impressions (includes run of site banner ad). Discounts are available for placements longer than two consecutive months.



Specs

Home page + Run of site
Dimensions: 200 pixels w x 200 pixels h; **Tablet:** 728 pixels w x 90 pixels h, **Phone:** 320 pixels wide x 50 pixels tall
Image Resolution: 72 dpi
Format: RGB
File Size: 50kb maximum
Image File Format: GIF, JPG, animated GIF (Flash not accepted).
Submit artwork five business days before first of the month. Artwork is subject to approval.

For more information: BrewersAssociation.org/opportunities

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Brewers Association Digital Sponsorship

Take an all-encompassing approach to reaching the professional brewing industry via all digital assets available through the Association. This visibility opportunity is perfect for product launches, new companies entering the marketplace and for special announcements that you want breweries to take notice of.

303,000+
BrewersAssociation.org Monthly Pageviews

17,700+
Brewers Association Forum

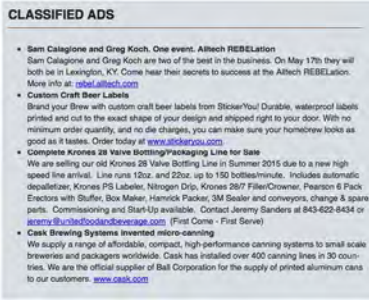
$2,000
Cost For One Month

BrewersAssociation.org run of site Ad

Place a banner advertisement with unlimited impressions on this go- to website for brewers. (Specs: 200 pixels w x 200 pixels h, **Phone:** 320 pixels w x 50 pixels h, **Tablet:** 728 pixels w 90 pixels h animated JPG, GIF)

BrewersAssociation.org Website Section Banner Ad

Own a section of BrewersAssociation.org by being the only advertiser with a vertical banner ad in this section. Be recognized as sponsoring extremely valuable content to the industry. Your tall ad will reside underneath the section navigation for utmost visibility. (Specs: 200 pixels w x 400 pixels h, JPG or GIF)



BA Forum Email Daily Classified Advertisement

Run eight Classified advertisements on the daily moderated email Forum that gets delivered to more than 18,000 inboxes each day. This additional visibility is a perfect enhancement to the websites advertising and offers a more direct method of reaching every member.

For more information: BrewersAssociation.org/opportunities

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CraftBeer.com Banner Advertising

CraftBeer.com has come into its own as the premier source for news, views, fun stories and fresh ideas. Voted Outstanding Achievement in 2012 by the Interactive Media Awards, your banner advertisement will reach thousands of avid beer enthusiasts whose interests range from homebrewing and brewery events to beer pairings and slow food.

250,000+
Visits per Month

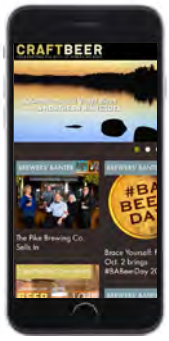
406,000+
Pageviews per Month

Audience

Engaged, enthusiastic beer lovers—ranging from curious beginners to veteran beer journalists—seeking to learn more about new trends, local events and the broader craft beer culture.

Pricing

Pricing is structured as a flat rate of $600 per month for an unlimited number of banner impressions on Craftbeer.com.
$750 per month to activate tablet and phone impressions as well, which offers a significant increase in impressions. Discounts are available for placements longer than two consecutive months.



Specs

Dimensions: 200 pixels w x 200 pixels h, **Tablet:** 728 pixels w x 90 pixels h, **Phone:** 320 pixels w x 50 pixels h

Image Resolution: 72 dpi

Format: RGB

File Size: 100kb maximum

Image File Format: GIF, JPG, animated GIF (Flash files will not be accepted).

Submit artwork five business days before campaign start date. Artwork is subject to approval.

For more information: CraftBeer.com/opportunities

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CraftBeer.com Section Sponsorship

This visibility opportunity affords the very best opportunity to engage with craft beer enthusiasts around the country. It's perfect for product launches, new companies entering the marketplace that want to introduce themselves and for special announcements that you want breweries and consumers alike to be aware.

406,000+
CraftBeer.com Monthly Pageviews

331,000+
AHA Forum Monthly Pageviews

$1,500
Cost For One Month

CraftBeer.com Banner Advertising

Place a run of site banner advertisement with unlimited impressions on this educational website for craft beer fans. (Specs: 200 pixels w x 200 pixels h, **Tablet:** 728 pixels w x 90 pixels h, **Phone:** 320 pixels w x 50 pixels h animated JPG or GIF)

CraftBeer.com Site Section Banner Ad

Own a section of CraftBeer.com by being the only advertiser with a vertical banner ad in this section. Your company will be recognized as by bringing great education and content to the beer enthusiast. Your advertisement will reside underneath every page in the section navigation for utmost visibility. (Specs: 200 pixels w x 400 pixels h, JPG, GIF)

AHA Forum Banner Advertising

Members of the American Homebrewers Association are some of the most engaged craft beer fans on the planet! For added cross-promotion, your banner ad will also be placed on the active AHA Forum for additional visibility. (Specs: 468 pixels w x 60 pixels h, animated JPG or GIF)

"Over the years, we've advertised in *The New Brewer* and at the Craft Brewers Conference. We believe they've been instrumental in helping us promote craft beer in the can, and have given us traction with our micro-canning systems which we developed and introduced in 2002. We've built awareness and recognition of our canning systems through the Association's varied opportunities by giving us long-term access to the tight knit global community of craft brewers."

– Peter Love, Cask Brewing Systems Inc.

Craft Brewers Conference & BrewExpo America®

2016: May 3-6: Philadelphia, PA

2017: April 11-14: Washington, DC

Audience

Devoted brewers, brewery managers, allied trade professionals and restaurant personnel.

13,500+ Attendees

750+ Exhibiting Companies

80+ Educational Seminars

Professionals from throughout the brewing industry attend the Brewers Association's Craft Brewers Conference and BrewExpo America® (CBC) to increase their brewing and business knowledge and further their industry connections. Devoted brewers, brewery managers and restaurant personnel will see your company both during the conference and afterwards when they're onsite at the event, and when they refer to the program and seminar recordings afterwards.

Craft Brewers Conference Sponsorship Opportunities

Sponsorship opportunities are divided into three levels based on cost. Final sponsorship level will be determined by the total cost of the sponsorship package. The Enhanced Visibility Package is only available to sponsors, and is intended to add increased onsite and post-conference visibility.

Gold Level Sponsorship Opportunities

Welcome Reception: | $20,000	Wholesaler Lounge | $15,000
Attendee Bags | $17,500	Mobile App | $15,000
Lounge & Beer Station in BrewExpo America | $17,500 (multiple)	Quick Glimpse Guide | $15,000
Beer Service Team | $15,000	Your Idea Here

Enhanced Visibility Package: $4,000

If you've invested in a sponsored asset but would like to increase your reach, we have developed a sponsorship package add-on to help you maximize your presence. Following are some additional package options, in addition to what's included in your existing package.

- Attendee Mailing List
- Branded Panels
- Website Banner ad on Brewersassociation.org or CraftBrewersConference.com
- Sponsor Tweets

Silver Level Sponsorship Opportunities

- Seminar Audio Recordings | $12,500
- Internet Access Station & Lounge | $10,000 (multiple)
- Commemorative Notebook | $11,000
- General Session & Continental Breakfast | $11,000 (multiple)
- Registration Area | $10,000
- Brewery Tour Transportation | $10,000
- Conference Hotel Key Card | $8,500
- Room Drop | $8,000 + cost of item
- Check-in Gift | $8,000 + cost of item
- Twitter Wall & Lounge | $8,000
- Green Sponsor | $8,000
- Your Idea Here

Add the Enhanced Visibility Package to any sponsorship: $4,000. See page 16 for benefits.

Bronze Level Sponsorship Opportunities

Water Station | $7,500

Branded Escalator | $7,500 (multiple)

Continental Breakfast | $5,500 (multiple)

Beer Station | $5,000

Lounge Area | $5,000 (multiple)

Branded Eatery | $5,000

Seminar Room | $4,500 (multiple)

Private Sponsored Demonstration | $4,500 (multiple)

Hospitality Suite | $4,250 + cost of food (multiple)

Official Off-site Nightly Event | $4,000 + cost (multiple)

Official Off-site Tour/Demonstration | $4,000 + cost (multiple)

Digital Beer Station Signage | $4,000 + cost

Supporting Marketing Package | $4,000

Eco-friendly Water Bottles | $3,750 + cost

BrewExpo Lounge Sponsored Demonstration | $3,750 (multiple)

Commemorative Glass | $3,750 + cost

Airport Shuttle Service | $3,500 + cost

Massage Relaxation Station | $3,500

Gas Provider | $3,500 + cost

Event Photo | $3,500

Photo Booth | $3,500 + cost

Coffee Break Station | $3,500 + cost (multiple)

Commemorative Gift/Attendee Bag Insert | $3,500 + cost (multiple)

Charging Station | $3,250 (multiple)

Safety Giveaway | $3,000 + cost

Branded Panel | $2,500

Window Cling | $2,500

Your Idea Here

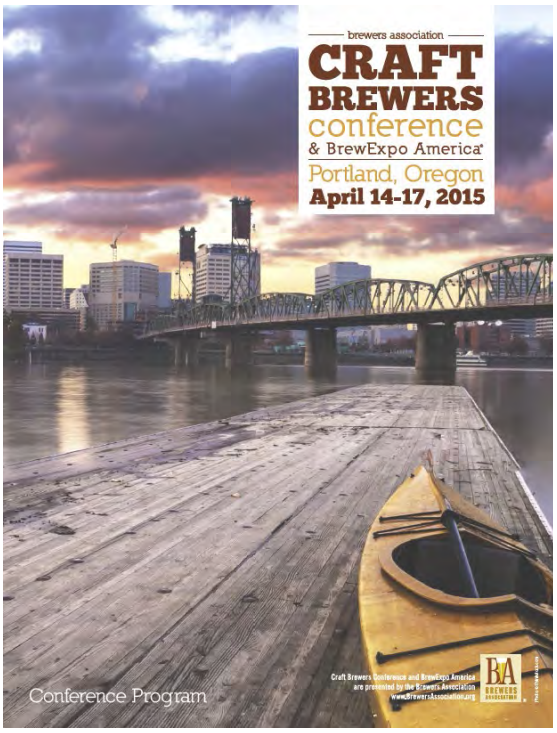
Add the Enhanced Visibility Package to any sponsorship: $4,000. See page 16 for benefits.

Craft Brewers Conference Program

Advertising in the Craft Brewers Conference program is an excellent opportunity to reach the nation's largest gathering (13,500+ attendees) of craft brewing professionals. One well-placed advertisement will double your conference visibility when combined with an exhibit booth at BrewExpo America® or sponsorship opportunities.

Space closes: Feb 11, 2016, space permitting

Materials due: Feb 19, 2016



Pricing for Single-issue Placements

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Inside front cover (8.625"w x 11.125"h)	$2,475	1/2 page horizontal (7.5"w x 4.68"h)	$1,055
Inside back cover (8.625"w x 11.125"h)	$2,475	1/3 page vertical (2.33"w x 9.5"h)	$865
Full page (bleed: 8.625"w x 11.125"h)	$2,100	1/3 page square (4.9"w x 4.68"h)	$775
(no bleed: 7.5"w x 9.5"h)		1/4 page horizontal (4.9"w x 3.375"h)	$605
2/3 page vertical (4.9"w x 9.5"h)	$1,450	1/6 page vertical (2.33"w x 4.68"h)	$495

Trim Size: 8.375"w x 10.875"h **Live Area:** 7.25"w x 10.375"h

High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.

Stand-out, specialty opportunities are also available!

Three-page Gatefold: $8,600

Double (Six-page) Gatefold: $16,000

Full-page Translucent Advertisement: $8,000

Bound-in Full-page Advertisement Insert (With Perforated Edge): $5,850

Bound-in 7"w x 5"h or 5"w x 7"h Advertisement Insert (With Perforated Edge): $3,500

A multiple placement discount is available for up to 15% savings if you combine this placement with advertising in *The New Brewer.*

For more information: CraftBrewersConference.com/opportunities

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SAVOR℠: An American Craft Beer & Food Experience

2016: June 3 & 4
Washington D.C.

The benchmark beer and food pairing event, SAVOR sees beer enthusiasts and foodies alike enjoy the best that America's craft brewers have to offer. This popular event sells out in a matter of minutes and is an ideal venue for outreach to the most discerning beer lovers and brewers.

Audience

Beer connoisseurs and foodies exploring how craft beer from around the country and meticulously planned food harmonize.

2,000
Attendees Per Night

144
Craft Beers

76
Breweries

Supporting Partner

$15,000

Supporting Partners receive significant exposure at SAVOR, in the event hall, the official event program and the various marketing materials distributed before and immediately following the event. Breweries will also enjoy prominent table placement in the event hall.

Supporting Brewery

$6,000

Sponsoring SAVOR as a Supporting Brewery is an ideal way to elevate your brewery's profile and guarantee that your beer will be served at the nation's benchmark food and beer event. Supporters enjoy prominent visibility at the event, access to SAVOR media contacts, as well as logo placement on all SAVOR materials.

Supporter

$5,000

The Supporter level sponsorship is an excellent entry-level opportunity for your company to participate in SAVOR and achieve visibility amongst the trend-setters of the craft brewing industry. Your company will be recognized in marketing material, and your logo will have visibility on large-format video screens in the hall.

As a Supporter, opportunities exist that go beyond the standard visibility including:

- Sampling
- Room Drop
- Brewer Gift
- Branded Hotel Key Cards
- Branded Water Stations
- Sustainability Sponsor

For more information on these opportunities, visit SavorCraftBeer.com/opportunities.

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"GABF offers several opportunities to connect with our customers. Through the event itself, and the fact it draws so many brewers and brewery owners, it offers a place and time where our craft brewing customers are in high concentration and good spirits; this allows to have face-to-face meetings, conduct hop selection remotely, and/or just have casual interactions. By having a booth in the Homebrew Marketplace, we also connect with homebrew shop owners, and the homebrewers themselves; this is a great way to promote our key ingredient lines."

— Jake Keeler, Brewers Supply Group

Great American Beer Festival®

2016: **October 6-8: Denver, CO**

The Great American Beer Festival (GABF) is the largest and longest-running celebration of American brewing, and it celebrates its 34th year in 2015, returning to Denver's Colorado Convention Center. More than 750 breweries are expected to present more than 4,000 beers to a crowd of more than 60,000 during the three-day salute to American brewing.

Audience

Affluent, active beer enthusiasts from around the world seeking the chance to interact with brewery representatives and sample some of the best beers in America

60,000 Attendees

3,500+ Volunteers

3,800+ Beers

750+ Breweries

GABF gives your company exposure to the entire brewing community and those who love craft brewed beer. From the smallest brewpub to the largest brewery, from the novice attendee to the dedicated beer geek, thousands of beer lovers and homebrewers from around the world converge on Denver for three days of sampling the best beers in the U.S. The GABF draws a diverse crowd, with active, 21–45 year-old professionals as our largest demographic. The event is great fun—interactive booths are popular and complement the beer and related entertaining booths.

Great American Beer Festival Sponsorship Opportunities

Official Level Sponsorship Package

If you are looking to give your company a high profile at GABF, this level will deliver, with naming rights for a festival asset, a premier exhibit space, logo placement on all GABF collateral, including billboards, posters, postcards, national print advertising, and more.

Associate Level Sponsorship Package

At this level, you'll have the choice between a festival asset naming rights or premier exhibit space, an incredible hospitality package, plus logo placement on all GABF collateral, banner placement in the festival hall, and some national and regional print visibility.

Exhibiting Patron Level Sponsorship Package

Enjoy great access to breweries at the festival as well as target attendee social promotions via Facebook, Twitter and Instagram. This level sets you apart in a big way!

Non-exhibiting Patron level Sponsorship Package

Our patron sponsors enjoy phenomenal visibility to breweries in attendance. Increase a breweries hospitality where you can place materials, or host your own event and let us market it for you. A great hospitality package ensures you the opportunity for lots of networking.

Exhibiting Premier Supporter Sponsorship

This is a perfect opportunity to make the most of a must-do Denver event. This sponsorship level provides an exhibit space, logo placement on all festival collateral, banner placement in the festival hall, a website banner advertisement and more.

Non-exhibiting Premier Supporter Sponsorship

If you're looking to reach the 800+ breweries at the festival, this level delivers! We help you target breweries with a nice hospitality package for networking, banners in the hall, targeted communications to breweries and more.

Exhibiting Supporter Sponsorship

This is the most economical level of sponsorship and includes an exhibit space, logo placement on all festival collateral, banner placement in the festival hall, website banner advertisement and more.

Non-exhibiting Supporter Sponsorship

Beer industry professionals know that GABF is the best way to reach both consumers and industry members, which is why this sponsor level without an exhibit space is ideal if your company is doing business with beer to target both audiences.

Reach these individuals at GABF!

Age:

21-24 ..... 2%
25-34 ..... 40%
35-44 ..... 31%
45-54 ..... 17%
55+ 10%

Average: 34.3 years

Gender:

Male..... 73%
Female..... 27%

Marital status:

Single..... 35%
Married 62%
Other 3%

Combined household income:

$110K+ 48%
$90K-$109K..... 17%
$60K-$89K..... 19%
$35K-$59K..... 12%
Under $34K 4%

Educational level:

High School and below 10%
Undergraduate Degree 54%
Graduate Degree 36%

Do you live in the greater Denver area?

Yes 27%
No..... 73%

Activities attendees enjoy:

Pubs/Breweries..... 92%
Travel/Vacation 82%
Dining 72%
Camping/Hiking 68%
Sporting Events 64%
Cooking..... 62%
Homebrewing..... 56%
Live Music/Concerts 66%
Recreational Sports 43%
Skiing/Snowboarding 41%
Running 32%
Cycling..... 32%
Hunting/Fishing..... 25%
Casinos 21%
Off-roading/Snowmobiling 14%
Climbing 12%

For more attendee demographic information, see the full Post-Event Report at GreatAmericanBeerFestival.com/opportunities.

Great American Beer Festival Program

Reach festival attendees at the moment they love beer the most—during the internationally recognized Great American Beer Festival. The program guide to the festival is truly the most effective means of making multiple impressions to this large number (60,000) of passionate beer lovers.

Space closes: July, 15 2016, space permitting

Materials due: July, 22 2016

Pricing for Single-issue Placements

Back cover (8.625"w x 11.125"h)	$2,750	2/3 page vertical (4.9"w x 9.5"h)	$1,245
Inside front cover (8.625"w x 11.125"h)	$1,800	1/2 page vertical (4.9"w x 7"h)	$910
Inside back cover (8.625"w x 11.125"h)	$1,800	1/2 page horizontal (7.5"w x 4.68"h)	$715
Full page (bleed: 8.625"w x 11.125"h) (no bleed: 7.5"w x 9.5"h)	$1,500		

Trim Size: 8.375"w x 10.875"h **Live Area:** 7.25"w x 10.375"h

High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.

Stand-out, specialty opportunities are also available!

Three-page Gatefold: $8,600

Double (Six-page) Gatefold: $16,000

Full-page Translucent Advertisement: $8,000

Bound-in Full-page Advertisement Insert (With Perforated Edge): $5,850

Bound-in 7"w x 5"h or 7"h x 5"w Advertisement Insert (With Perforated Edge): $3,500

A multiple placement discount is available for up to 15% savings if you combine this placement with advertising in *The New Brewer.*

For more information: GreatAmericanBeerFestival.com/opportunities

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Please contact us about Brewers Association advertising and sponsorship opportunities.

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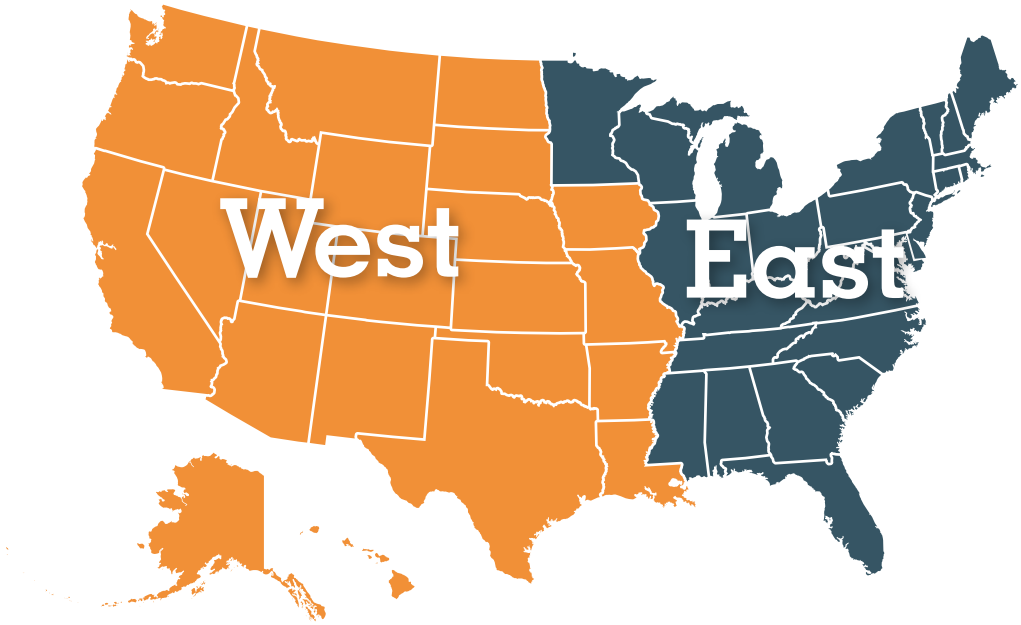

BREWERS ASSOCIATION®

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