



2018 Opportunities to Connect



The New York State Brewers Association (NYSBA) is a 501 (c)6 and a promotional and legislative proponent for New York State breweries and brewing affiliated businesses.

The remarkable growth of the craft beer segment in NY has outpaced national averages and has led to new and exciting opportunities for consumers and businesses alike.

Craft brewing has a \$4.5B annual economic impact in NY state.

NYSBA has **300+ members** ranging from breweries in planning to the second oldest brewery in the United States.

Approximately, 10% of our members are producing more than 2500 bbls per annum.

Our members are actively engaged and represent all 9 regions of NY.

NYSBA is seeking support from organizations that value a connection to the growing craft beer industry - specifically the breweries.

Brewery owners and operators are more likely to work with, patron, promote and think more positively of organizations aligned with NYSBA.

Supporting NYSBA beyond Allied membership sends a strong message of authenticity that is much appreciated by our constituents....it's also **good business**.

NYSBA produces three consumer festivals each year which serve as fundraisers for the organization as well as provide opportunities for Allied members to connect with our members. Each New York Craft Brewers Festival attracts 40-60 NYS breweries.

- ❖ **March 3 - Albany, Desmond Hotel**
- ❖ **June 9 (tentative) - Utica, FX Matt Brewery**
- ❖ **November 17 (tentative) - Syracuse, Landmark Theatre**

In March 2018, we are launching the **1st Annual New York State Craft Brewers Conference**. This 2-day event will be educationally focused and attended by brewers, brewery owners, and brewery operators. The program will include keynote speakers, a robust schedule of seminars, exhibit hall and social elements.

March 1-3, 2018 at the Desmond Hotel - Albany, NY.

More ways to connect - 2018 Options

- ❖ Official Sponsoring Partner
- ❖ Conference Sponsor
- ❖ Conference Exhibitor
- ❖ Special Event Sponsor
- ❖ App Advertiser
- ❖ Blog Series Sponsor
- ❖ Brewers Luncheon Sponsor
- ❖ Brewers Luncheon Speaker

Official Sponsoring Partner \$3000+

2018 marks the second year of the annual Official Sponsoring Partner program. This is a high-level opportunity available only to Allied members. Benefits are customized based on the company's business needs and budget. Packages can include category exclusivity, logo placement, VIP event experiences, digital presence and brewer introductions.

Investment based on benefits.

Conference Sponsorship \$1500+

A variety of sponsorship opportunities exist for businesses that want to get in front of hundreds of brewery representatives in a meaningful way. The list of sponsorship benefits will be available in September and will include category exclusivity; on-site and off-site logo placement; digital presence; and giveaways.

Naming rights are available!

Conference Exhibitor \$600+

Allied members are invited to participate in the NYS Craft Brewers Conference as exhibitors. Exhibitors will receive a 6' draped table with electrical access. Exhibitor booth spaces are also available for companies wishing to bring a prefab booth. Specific location of table placement is to be determined but will be in an easily accessible location throughout the duration of the conference.

Special Event Sponsor

{sold out}

Each year at the national Craft Brewers Conference, NYSBA hosts a social event to showcase New York State craft beer. Only two sponsors in non-competing industries are invited to participate. The event attracts 250+ attendees and is an excellent marketing opportunity.

App Advertising \$2500+

NYSBA was the first brewers guild in the United States to launch a craft brewer App. With thousands of downloads in only a few months, the App is a great platform for promoting your brand to both brewers and consumers. App advertising includes logo placement, banner ads and native ads on key pages.

Blog Series Sponsorship \$450

NYSBA hosts a Brewers Blog as a way of connecting brewers and brewery owners. Important information shared helps them save time, save money or grow more efficiently. Guest blog series includes author bio, headshot, and active company logo. Blog Series Sponsors submit 5 posts that are also sent via email blast to our distribution list of 700+ brewery contacts.

Brewers Luncheon Sponsorship \$500

NYSBA hosts two Brewers Luncheons each year - the afternoon of the New York Craft Brewers Festivals in Syracuse and Utica. One sponsor for each luncheon makes it possible for brewers to attend at no cost.

Sponsors can expect an audience of 25-45 brewery representatives. Sponsors are encouraged to bring a branded banner.

Brewers Luncheon Speaking \$625

These speaking slots are highly coveted as they are a great way to show enthusiasm for the craft beer industry and directly connect with brewers. Speakers are welcome to bring handouts and/or giveaways.

Lunch is provided and 2-3 Allied members in non-competing industries are invited to give 20-minute presentations that provide value to our members.



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Opportunities will close quickly. Please contact me if you are interested in discussing details of any of the opportunities. We look forward to working with you!