




Partnership Program Overview





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.

Nice to meet you!



The New York State Brewers Association is seeking financial support from organizations that value a connection to the growing craft beer industry - both breweries and consumers.

These two groups are more likely to work with, patron, promote and think positively of organizations aligned with NYSBA than their competitors who are not involved.


Supporting NYSBA as a partner sends a strong message of authenticity that is much appreciated by our constituents.

A warm, golden-hour photograph of a diverse group of young adults (Gen-Y, Gen-X, and Millennials) sitting around a table, smiling and socializing. They are holding glasses of beer and eating food. The scene is set outdoors, possibly on a rooftop or patio, with a bright, hazy background. The text is overlaid on a semi-transparent white box.

Through our events and online presence, NYSBA has deep relationships with craft beer consumers.

We reach a coveted market of Gen-Y, Gen-X and Millennials.

Our audience is more educated and sophisticated than the general population. To this audience, authenticity, quality and community matter.



Craft brewing has a \$4B annual economic impact in NY state.

NYSBA has 190+ 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 the State.



NYSBA can help you reach NY breweries or consumers.

Opportunities include:

- **Fundraising festivals**
(3 signature events: Albany, Syracuse, Utica)
- **Member events**
(Breakfast conferences, Annual meeting)
- **Promotional events**

At our unique festival, brewers pour – no volunteers.

A background image showing a hand pouring beer from a tap into a glass. The scene is dimly lit with warm, bokeh-style lights in the background, suggesting a bar or brewery setting.

Benefits include:

- **Status as an Official Sponsoring Partner (co-branded collateral)**
- **Category exclusivity & pass through rights**
- **Naming rights for event segments**
- **Appropriate on-site event integration (logo placement, signage, booths)**
- **Branded presence in marketing materials**
- **Positive online presence and brand integration (social media, newsletters, website)**
- **Right to showcase technologies and products (demos, sampling)**
- **Speaking opportunities**
- **Contests and giveaways**
- **Access to unique hospitality experiences including VIP event passes**

Custom benefit packages are created based on level of support.



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We look forward to working with you!