



# 2021 CCBA EVENTS CALENDAR

## April 19-20, 2021

### CCBA Spring 2021 Virtual Conference

Join CCBA for a virtual conference specifically designed for CA brewers and craft beer industry members. The conference will include online education and activities to network and stay connected to the craft community, including an exhibit hall that allows for fun and interesting interaction with industry partners. Sponsorship packages include virtual exhibit booths, exhibitor presentations, and sponsor a session.

450+ Attendees / 20+ Educational sessions

[www.californiacraftbeer.com/ccba-events/ccba-bi-annualconference/](http://www.californiacraftbeer.com/ccba-events/ccba-bi-annualconference/)

## Dec. 1-3, 2021

### CCBA Winter 2021 Conference

**Sheraton Grand Sacramento Hotel | Sacramento, CA**

\* Currently scheduled to be in person in Sacramento pending current health orders and safety protocols

Join CCBA members for three days of networking, education and informative workshops specific to the California craft brewing industry. Share a beer with the craft brewing community and build your network. Sponsorship opportunities include In-person exhibit tables, sponsored receptions, hosted seminars, and more! Details will be released in early Fall.

450+ Attendees / 20+ Educational sessions / 40+ Exhibitors

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## Feb., June & Nov. 2021

### CCBA Virtual Tasting Experiences

Join CCBA for three curated Tasting Experiences throughout 2021. Each experience includes one special package of beer shipped directly to attendee's door featuring 10 beers from award-winning CA breweries and includes both detailed tasting notes and access to video interviews with the brewers.

Sponsorship opportunities includes, glassware sponsors, presenting sponsors with your branding on event promotion and materials in the package, and VIP access to the participating breweries.

500+ Tasting Experiences / 10+ brewery partners

## Ongoing CCBA Opportunities

### CCBA All Year Long!

#### Online Advertising Opportunities

Looking to build your company's profile and market your services and products to the craft beer industry? CCBA has developed the following advertising opportunities for your business. These opportunities will help show your support for the community and remind breweries where to go for needed products and services.

#### Advertising Opportunities:

- CCBA Weekly Bulletin "Partner Spotlight" (exclusive)
- CCBA Sponsored Email Blast to Brewery Members (exclusive)
- CCBA Social Media Sponsored Packages
- CCBA Website: Members-Only Section Partner Banner (exclusive for 3 months)

To reserve your ad contact [laurie@californiacraftbeer.com](mailto:laurie@californiacraftbeer.com)

[californiacraftbeer.com](http://californiacraftbeer.com)



@cacraftbrewers