

JULY 21-30, 2023

CALIFORNIA CRAFT BEER WEEK



Sponsorship Opportunities



CA CRAFT BEER WEEK BRINGS TOGETHER THE STATEWIDE CALIFORNIA CRAFT BREWERS ASSOCIATION AND SEVEN REGIONAL GUILDS TO PROMOTE BREWERS ACROSS THE STATE
GET YOUR BRAND IN FRONT OF THE CRAFT BEER COMMUNITY

OVERVIEW: JOIN THE PARTY

Join us in lifting up California communities as we celebrate a locally produced, job creating, artisan product people love and can enjoy together again.

We're proud to be able to bring thousands of small, independent **breweries, restaurants, craft beer bars, retailers** and **community groups** together again for CA Craft Beer Week this July.

Look for **special releases, statewide collaborations, in-person activities**, and more as we raise a glass to those neighborhood breweries and craft-centric shops helping to bring back 'local' and revitalize communities across the state.

Organized by the California Craft Brewers Association and the Bay Area Brewers Guild in collaboration with regional craft brewers guilds.

Dates

July 21-30, 2023

with extensive co-promotion through participating trade associations and their member breweries.



Presented by CA's Brewers Guilds

- California Craft Brewers Association
- Bay Area Brewers Guild
- San Diego Brewers Guild
- Los Angeles County Brewers Guild
- Orange County Brewers Guild
- Sacramento Area Brewers Guild
- Central Coast Brewers Guild
- Inland Empire Brewers Guild

ONLINE & BEYOND

CACraftBeerWeek.com is ground zero for all things happening as part of **CA Craft Beer Week**.

For Users: tag, share, favorite events & releases; learn where to purchase; build itineraries; receive pairing ideas & curated highlights; and more.

For Venues: activity listings; unified profile/landing findable via regional, beer listings & curated filters; digital & print co-marketing assets; and more.

For Sponsors: branding & recognition with craft consumers & breweries; **Feature** listings; cross-site & top-level listing results; promotion via emails, social media; collaboration and brewery engagement for trade opportunities; and more.



Explore the map >

	 Bay Area Brewers Guild Celebrating independent brewers and the craft beer community in the Greater SF Bay Area	 Sacramento Area Brewers Guild Your compass for Sacramento Area brewed beer
	 Central Coast Brewers Guild Central Coast breweries who share a passion for craft beer	 Orange County Brewers Guild Celebrating independent craft beer and independent craft breweries in Orange County
	 Los Angeles County Brewers Guild The official non-profit home of #labeer	 San Diego Brewers Guild Your source for all true independent craft breweries & events in SD
	 Northern California Breweries as mighty and resilient as the redwoods and mountains around them.	 Inland Empire Brewers Guild Your destination to the finest breweries in the Inland Empire



SPONSOR OPPORTUNITIES

CA CRAFT BEER SUPPORTER \$1,000

CONTACT US NOW

Support breweries across the state. Gain recognition with brewers, beer lovers and businesses throughout California.

PACKAGE BENEFITS:

- Mention on CCBW home page (logo & link)
- One Featured Listing pinned to home page
- 6x standard listings
- Instagram shout out
- Mentioned in California Craft Brewers Association pre- and post CA Craft Beer Week emails
- Thanked in regional guild consumer emails
- Thanked in guild communications to brewery members
- Add-On: CCBA Bi-weekly Bulletin Partner Advertising (valued at \$150)

SPONSOR OPPORTUNITIES

TITLE SPONSOR \$4,000- **SOLD**

Support breweries and reach consumers across the state. Gain greatest recognition and benefit from high profile statewide promotion to beer lovers and businesses in every scene throughout California.

SOLD!

- **Name / Principal recognition of CA Craft Beer Week**
 - Within & throughout CA Craft Beer Week
 - In CA Craft Beer Week communications (consumers, brewers, participants, media, etc.)
 - Prominently linked logo & profile

MORE PACKAGE BENEFITS

- Recognition on CCBW and CCBA home pages (logo & link)
- Prominently thanked to CCBA and guild audiences.
Benefit from repeat mentions/views and reinforce your brand with 'Thanks' to CCBA statewide list and regional guild lists (Bay Area, San Diego, LA, Sacramento, more!):
 - Logo in California Craft Brewers Association pre- and post CA Craft Beer Week emails to all members
 - Prominent in guild communications to members as well as to consumers/followers
- Social shout outs** via Facebook, Instagram, Twitter
- 4x top-level **Featured Listing** placements
 - pinned to Home & Regional landings, and atop filters
 - bonus curated coverage of a priority listing via email, posts
- Banner ad placements (rotating)
- Unlimited standard listings
- Add-On: CCBA Sponsored Dedicated Email Blast (\$500 value)
*** - combined social reach of CCBA/guilds over 200k*



CONTACT:

CCBA

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JOIN THE CALIFORNIA CRAFT BEER COMMUNITY
AND SUPPORT SMALL BUSINESSES ACROSS THE STATE THROUGH PROMOTION OF LOCAL CRAFT BEER!