



Advertising & Sponsorship Opportunities



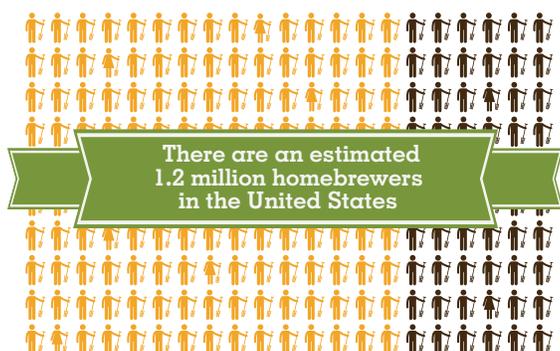
Over 1.2 million people brew their own beer at home in the United States. The American Homebrewers Association® (AHA) is a not-for-profit organization based in Boulder, Colo., dedicated to promoting the community of homebrewers and empowering homebrewers to make the best beer in the world. Since 1978, the AHA has worked to educate people worldwide about the coolest hobby there is—homebrewing. The AHA is a division of the Brewers Association.



Purpose

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

Who are American Homebrewers Association® Members?



Two-thirds began homebrewing in 2005 or later

so most have 8 years or less brewing experience



78% are married or in a domestic partnership



The average homebrewer is 40 years old, with most (60%) falling between ages 30-49

46,000+
American Homebrewers Association Members

730+
Homebrew Supply Shops



69% have a college degree or some form of higher education



Nearly 60% have household incomes of \$75,000 or more

Strongest reason for brewing is enjoying the **creative/artistic aspects** of the process (88% strongly agree). They also brew because they like to **customize the taste** (79%), they enjoy **sharing beer with others** (74%) and they like the science (70%).

Over **40% have made cider, mead or wine** in the past year, while nearly 60% only make beer.

Activities most enjoyed include: pubs/breweries (92%), **dining out at restaurants** (74%), **cooking** (70%) and traveling (64%). They also like camping, pets, live music and sporting events.

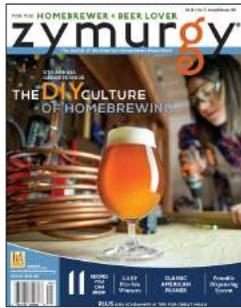
Collectively, homebrewers produce more than **2 million barrels of brew a year**





American Homebrewers Association® Opportunities Overview

Connect with beer enthusiasts who live on the cutting edge of the craft, living and breathing passion for craft beer. The American Homebrewers Association (AHA) is a rapidly growing membership division of more than 46,000 homebrewing and beer enthusiasts.



[Zymurgy Magazine](#) 6

The preeminent magazine for homebrewers and beer enthusiasts, *Zymurgy* is more than a magazine. This bi-monthly journal has a circulation of 55,000+. Your advertisement in *Zymurgy* reaches more than just casual magazine rack browsers; it promotes your company to the AHA's enthusiastic member network.



[Zymurgy Live](#) 9

Zymurgy Live is an online, interactive webinar series where special VIPs and industry experts present on selected topics of interest to the homebrewing community. Sponsoring an installment of this series includes your logo recognized as helping to bring this killer content to homebrewers, recognition on the What's Brewing @ AHA e-Newsletter, and much more.



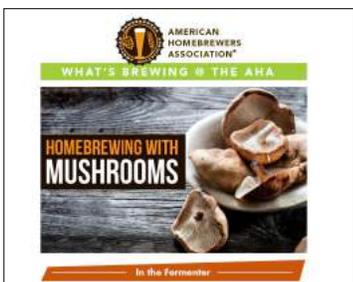
[HomebrewersAssociation.org](#) [Banner Advertising](#) 10

This website is required reading for homebrewers—members and non-members alike—with regular stories on events, recipes and action alerts. Your ad will be seen by as many as 458,000+ beer enthusiasts monthly, who spend an average of six minutes on the website each visit.



[AHA Forum Banner Advertising](#) 11

A wealth of knowledge, the AHA Forum sees more than 341,000+ pageviews monthly and is a hub for the homebrewing community. Open to both members and non-members, your banner ad will enjoy high visibility when homebrewers are getting ready to re-equip and resupply for their next brewing project.



[What's Brewing @ the AHA e-Newsletter](#) 12

Our fun, playfully written bi-monthly e-newsletter is a great way to put your company in front of avid homebrewers. Recent special offers on What's Brewing banner ads saw an impressive clickthrough rate.



Talking Shop e-Newsletter.....13

If you're interested in reaching our active network of Homebrew Supply Shops, Talking Shop is a great tool for you! In this quarterly e-newsletter, the AHA shares data, aggregated industry forum discussion and best practices for operating a successful shop. Your brand will get noticed by this engaged audience of business owners.



Club Connection e-Newsletter.....14

Your brand will get delivered to the inboxes of over 1,500 club presidents and key leaders of homebrew clubs across the nation when you sponsor the AHA's Club Connection e-newsletter. This highly engaged audience will help define future trends in the hobby and will no doubt influence the buying habits of their peers!



AHA Digital Sponsorship..... 15

Capitalize on the popularity of all digital assets the AHA has to offer. By placing a banner ad on HomebrewersAssociation.org the AHA Forum and What's Brewing @ AHA e-Newsletter, plus run top on the AHA for a month.



CraftBeer.com Banner Advertising & Digital Sponsorship 16

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 341,000+ visits and 468,000+ pageviews per month.



Homebrew Con June 28–30, 2018..... 18

More than 3,000 homebrewers and beer enthusiasts gather each summer to enjoy a week of unbridled fun and attend educational seminars. Your sponsorship will put your company in front of the country's elite homebrewers as they learn and network.



Great American Beer Festival® September 20–22, 201826

Reach more than 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 will be seen by the general consumer, hobbyists and brewers alike.



Zymurgy®

Zymurgy is the first and last word in homebrewing and beer culture—the preeminent magazine for homebrewers and beer enthusiasts. Zymurgy is more than a magazine to its 70,000 readers—most of which are American Homebrewers Association members, so you can rest assured that your advertising is being seen by an engaged audience. Not only that, most Zymurgy readers are American Homebrewers Association members, so you can rest assured that your advertising is being seen by an engaged audience, not just someone idly leafing through a newsstand copy. Readers trust Zymurgy and support the businesses that advertise in it.

Contents

Beer news, gadgets, jokes, reader reviews, letters to the Editor, answers to homebrewing questions, beer style insight, news and recipes from competitions around the world, events and beer happenings, homebrew shop listings, equipment and much more.

Audience
Homebrewers and beer enthusiasts



55,000⁺
Circulation

70,000⁺
Readership

2,300⁺
Copies on Newsstands



Ad Specs The Zymurgy mobile app affords even greater flexibility

Mobile: 640 pixels wide x 100 pixels tall

Tablet: 1536 pixels wide x 132 pixels tall



- 61% of homebrewers cited Zymurgy as the resource they use most often to learn about homebrewing.
- 96% of members said they would “probably” or “definitely” renew their membership, and the top-cited reason is Zymurgy.
- Nearly 2/3 of members indicate that they engage with Zymurgy magazine at least once every few weeks.



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



Pricing for Zymurgy Single-issue Placements

Back cover (8.5" w x 11" h)	\$2,365	1/2 page horizontal (7" w x 4.5" h)	\$840
Inside front cover (8.5" w x 11" h)	\$2,100	1/3 page vertical (2.2" w x 9.5" h)	\$620
Inside back cover (8.5" w x 11" h)	\$2,100	1/3 page square (4.63" w x 4.5" h)	\$620
Full page (bleed: 8.5" w x 11" h)	\$1,680	1/4 page horizontal (4.63" w x 3.25" h)	\$510
(no bleed: 7" w x 9.5" h)		1/6 page vertical (2.2" w x 4.5" h)	\$415
2/3 page vertical (4.63" w x 9.5" h)	\$1,100	1/6 page horizontal (4.63" w x 2.2" h)	\$415
1/2 page vertical (4.63" w x 6.875" h)	\$945		

Stand-out, specialty opportunities are also available!

Three-page Gatefold: \$9,500	Full-page Translucent Advertisement: \$5,000
Bound-in 7" w x 5" h or 5" w x 7" Advertisement Insert (With Perforated Edge): \$3,280	Bound-in Full-page Advertisement Insert (With Perforated Edge): \$6,300

Artwork Specifications: High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art and fonts also accepted. Trim Size: 8.25" w x 10.75" h Live Area: 7.75" w x 10.25"

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	Gadgets; Equipment; GABF Pro-Am	November 3, 2017	November 10, 2017	December 22
March/April	Ingredients	January 5	January 12	February 16
May/June	Wild & Sour Brewing	March 2	March 9	April 20
July/August	Best Beers In America	April 27	May 4	June 19
September/ October	National Homebrew Competition	June 29	July 6	August 20
November/ December	Brewing Better Beer	August 31	September 7	October 22
January/ February 2019	Gadgets; Equipment; GABF Pro-Am	November 2	November 9	December 22

All dates are 2018 unless noted otherwise.



eZymurgy

eZymurgy is the complete online version of Zymurgy magazine, and is available to all AHA members. All digital advertisements in eZymurgy will link directly to advertisers' websites.

Upgrades and Additional Functionality

Animation	\$450
Video	\$450

40,000+
Emails Sent

160,000
Pageviews per
Month

\$2,000
Cost



eZymurgy Preview Home Page

When readers access the eZymurgy preview page on HomebrewersAssociation.org your logo will be prominently displayed.



eZymurgy Email Announcement

With each new issue of eZymurgy, we will send an email announcement to 46,000 AHA members with your logo prominently displayed with the image of the eZymurgy cover.



Digital Home Page Advertisement

A full-page advertisement will brand the left of the cover when readers access eZymurgy. (Specs: 8.25" w x 10.75" h, PDF) Your logo will also be prominently displayed in the upper right-hand corner of your browser. (Specs: 100 pixels w x 35 pixels h, JPG)



Vertical Advertisement

A vertical advertisement will display to the left of each spread providing additional exposure to all readers for the entire duration of viewing the publication. (Specs: 120 pixels w x 600 pixels h, JPG)

Zymurgy Live Sponsorship



Zymurgy Live is an online, interactive webinar series where special VIPs and industry experts present on selected topics of interest to the homebrewing community*. Sponsoring an installment of Zymurgy Live will ensure your brand is top-of-mind with the most highly engaged segment of the hobby. Your company logo and a sponsorship call-out will be placed in a prominent location on all promotional, follow-up and archived material, which includes the following:

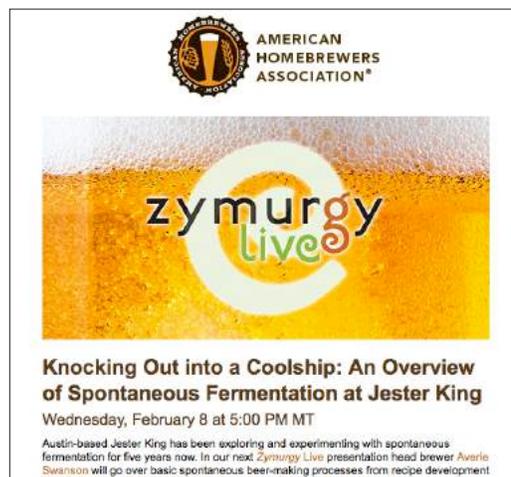
- Sponsorship call-out and logo in one What's Brewing @ the AHA e-Newsletter promoting Zymurgy Live (sent to 150,000)
- Sponsorship call-out, logo and a link to your homepage in one email promoting Zymurgy Live (sent to 150,000)
- Sponsorship call-out, logo and link included in a follow-up email to all webinar attendees (200 on average)
- Sponsorship call-out, logo and link included in a follow-up email to all who RSVP'd but didn't attend the webinar (150 on average)
- Sponsorship call-out, logo and link to your homepage on the website where all Zymurgy Live webinars are archived

*Webinar schedule, guest speakers and topics are determined on an ongoing basis. Please call for the most up-to-date information.

Webinar promoted to over
150,000
homebrewers through multiple channels

200
Average number of Zymurgy Live attendees

\$1,000
Sponsorship Cost



For more information: HomebrewersAssociation.org/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



HomebrewersAssociation.org Banner Ad

In the spirit of the AHA's flagship magazine *Zymurgy*, HomebrewersAssociation.org is an equally valuable source of news, views, recipes and more for homebrewers—beginners and veterans alike. If your company is looking to achieve visibility online and trying to weed through the diverse array of homebrewing websites, look no further than HomebrewersAssociation.org.

Pricing

Pricing is structured as a flat rate of \$750 per month for an unlimited number of banner impressions on HomebrewersAssociation.org.

Discounts are available for placements longer than two consecutive months.

Audience
Homebrewers and beer enthusiasts

46,000+
AHA
Members
458,000+
Visits per month
1,000,000+
Visits per month



Specs



Computer: 200 pixels wide x 200 pixels tall; **Tablet:** 728 pixels wide x 90 pixels tall; **Phone:** 320 pixels wide x 50 pixels tall

Image Resolution: 72 dpi

Format: RGB

File Size: 50kb maximum

Image File Format: JPG or animated GIF

(Flash files will not be accepted).

Submit artwork five business days before first of the month.

Artwork is subject to approval.

For more information: HomebrewersAssociation.org/opportunities

AHA Forum Banner Advertising



Thousands of avid homebrewers refer to the AHA Forum on a regular basis to seek advice, provide it or simply escape from the daily grind for a few minutes.

If your business caters to homebrewers, this is an ideal advertisement property. You can be confident knowing that your advertisement is reaching a large cross-section of the homebrewing community that is brewing and talking about brewing on a daily basis. These are the trendsetters and thought leaders of the homebrewing community, and their exposure to your advertisement will go a long way to promote your business to them and their peers.

Pricing

Pricing is structured as a flat rate of \$750 per month for an unlimited number of banner impressions on the AHA forum. Discounts are available for placements longer than two consecutive months.

Audience
Homebrewers and beer enthusiasts

192,000+
Pageviews per Month

72,000+
Registered Users

391,000+
posts



Specs



Dimensions: 468 pixels wide x 60 pixels tall

Image Resolution: 72 dpi

Format: RGB

File Size: 50kb maximum

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

Submit artwork five business days before first of the month.
Artwork is subject to approval.

For more information: HomebrewersAssociation.org/opportunities

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What's Brewing @ the AHA e-Newsletter Ad

Looking for a way to promote your company to thousands of homebrewers, in their email inboxes, without seeming intrusive? Advertising in the What's Brewing @ the AHA e-newsletter will achieve results for you and your company. The AHA is a trusted, well-known resource amongst homebrewers, and as such,

Audience
Homebrewers and beer enthusiasts

174,000+
Emails Delivered

\$400
Cost



it doesn't simply fall into the junk folder when it is delivered to AHA members and non-members on a bi-monthly basis. In fact, the newsletter has an impressive open rate and a history of strong clickthroughs for past advertisers. Allow the AHA to introduce your company to thousands of engaged homebrewers and beer enthusiasts.

Delivery

Only two banner ads are available per e-newsletter. Two e-newsletters are sent per month.

Specs



Dimensions: 280 pixels wide x 207 pixels tall

Image Resolution: 72 dpi

Format: RGB

File Size: 100kb maximum

Image File Format: Animated GIF or JPG.

Submit artwork the first week of the month. Artwork is subject to approval from the AHA.

For more information: HomebrewersAssociation.org/opportunities

Talking Shop e-Newsletter Ad



Talking Shop is the AHA's quarterly e-newsletter where we share data from industry surveys, aggregated industry forum discussion and best practices for operating a successful homebrew supply shop. Sent to nearly 220 AHA Member Shops and read by over 700 owners and operators, your brand will be noticed by the biggest retail suppliers in the industry. If your product is in homebrew supply shops, it's one step closer to the people pitching the yeast!

Audience
Homebrew Supply
Shop owners and
employees

700+
Emails Delivered

\$400
Cost

Delivery

Pricing is structured as a flat rate of \$400 per email. Only one ad space is available within each e-newsletter. Tentative 2017 send dates include February, May, August, November

Specs



Dimensions: 280 pixels wide x 207 pixels tall

Image resolution: 72 dpi

Format: RGB

File size: 100kb maximum

Image resolution: 72 dpi

Image file format: GIF or JPG

Submit artwork five business days before start date.

Artwork Subject to approval.

For more information: HomebrewersAssociation.org/opportunities

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Club Connection e-Newsletter Ad

Your brand will get signed, sealed and delivered to over 1,500 club presidents and other executive officers of homebrew clubs across the nation when you sponsor the AHA's Club Connection e-newsletter. This highly engaged audience will help define future trends in the hobby and will no doubt influence the buying habits of their peers---ultimately reaching tens of thousands of active homebrewers across the nation.

Audience
Homebrew Club
presidents across
the nation

1,500+
Email Recipients
\$400
Cost

This monthly e-newsletter will address a wide range of topics focused on club meeting content, as well as resources that club executives can reference to grow membership and participation.

Delivery

Pricing is structured as a flat rate of \$400 per email. Only one ad space is available within each e-newsletter.

Specs

Dimensions: 280 pixels wide x 207 pixels tall

Image resolution: 72 dpi

Format: RGB

File size: 100kb maximum

Image resolution: 72 dpi

Image file format: GIF or JPG

Submit artwork five business days before start date.
Artwork Subject to approval.



For more information: HomebrewersAssociation.org/opportunities

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AHA Digital Sponsorship



Engage our more than 46,000 active AHA members at every electronic touch point through sponsorship of all the Association's digital assets. This sponsorship is ideal for companies looking to launch a new product, conduct a contest or drawing, gain valuable insights for product/brand development, and much more.



What's Brewing @ AHA Banner Ad

Your banner ad on this very popular monthly e-newsletter will immediately drive traffic to your other sponsorship assets. (Specs: 280 pixels w x 207 pixels h, JPG)

1,000,000+
HomebrewersAssociation.org
Monthly Pageviews

192,000+
AHA Forum Monthly
Pageviews

174,000+
What's Brewing @ AHA
e-Newsletter E-mails

\$2,000
Cost



HomebrewersAssociation.org Banner Ad

Your banner ad will be placed on the home page and run of site. High web traffic ensures interactivity with the AHA Forum. (Specs: 200 pixels w x 200 pixels h, JPG or animated GIF)



AHA Forum Banner Ad

The banner ad on every page of the AHA Forum reminds site visitors of your company and will link directly to your topic on the Forum. (Specs: 468 pixels w x 60 pixels h, JPG or animated GIF)



AHA Forum Topic

Your selected subject will be one of the first topics visitors see when going to this area of the Forum. We will work with you on posting content to answer questions, offer advice, etc.

CraftBeer.com Banner Advertising

CraftBeer.com has come into its own as the premier source for news, views, fun stories and fresh ideas. Your banner advertisement will reach thousands of avid beer enthusiasts whose interests range from homebrewing and brewery events to beer pairings and slow food.

Pricing

Pricing is structured as a flat rate of \$750 per month for an unlimited number of banner impressions on Craftbeer.com. Discounts are available for placements longer than two consecutive months.

341,000+
Visits per Month

468,000+
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.



Specs



Computer: 240 pixels w x 400 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: JPG or GIF (Flash and animated 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

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.

CraftBeer.com Banner Advertising



Place a banner advertisement, run of site, unlimited impressions on this educational website for craft

beer fans. (Specs: 240 pixels w x 400 pixels h, Tablet: 728 pixels w x 90 pixels h, Phone: 320 pixels w x 50 pixels h JPG or animated GIF)

468,000+
CraftBeer.com
Monthly Pageviews

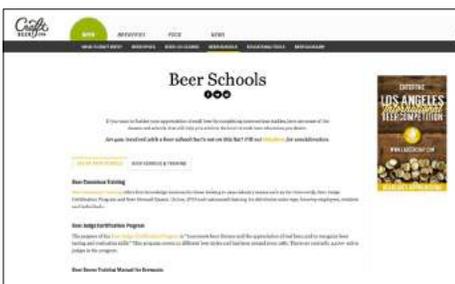
192,000+
AHA Forum Monthly
Pageviews

\$1,500
Cost For One Month



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, 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: 240 pixels w x 400 pixels h, JPG or GIF)



“On behalf of Kegs.Com Ltd. and Sabco, I’d like to take this moment to thank the Brewers Association and the American Homebrewers Association for providing us with the venue to present our products to homebrewers around the world who naturally prefer a ‘hands-on,’ and ‘kick-the-tire’ opportunity, prior to purchasing brewing hardware. The conference is not merely a selling opportunity for Sabco, but also a learning experience. Products such as the Brew-Magic System have evolved over the years due to the great feedback and suggestions received from both professional as well as amateur brewers. We look forward every year to seeing the faces and shaking the hands of the brewers that have made us successful.”

— Bob Sulier, Brew-Magic.com, Kegs.com



2018: June 28–30: Portland, OR

This annual event attracts the nation's most engaged homebrewers and craft beer enthusiasts. Homebrew Con is three days of seminars and social events that offer homebrewers the chance to mingle, learn and have fun all while celebrating the hobby of homebrewing. On the final day of the conference we host the National Homebrew Competition awards ceremony – the culmination of the largest international beer competition in the world!

Most sponsorship opportunities receive an exhibit space, advertisement in the conference program, recognition and "Thank You" before, during and after the conference on Homebrewcon.org, an insert in the attendee bag and a web banner advertisement.

Audience
Hobbyists, clubs,
thrill seekers,
enjoyers of
great beer

2,600+
Attendees
80
Exhibitors





Homebrew Con Sponsorship Opportunities

Homebrew Con sponsorship opportunities are divided into three levels based on the estimated total cost of the individual opportunity. The final level of recognition will be determined by the total estimated cost of the sponsorship package. Regardless of whether or not the package includes exhibit space, all packages include Industry Affiliate badges, ad space in the conference program, an insert in the attendee bag, a banner ad on HomebrewCon.org and sponsor recognition before, during and after the conference.

Three sizes of exhibit space are available for exhibiting sponsors:

Single Booth Space (10' x 10'): \$2,250

Double Booth Space (20' x 10'): \$3,250

Pavilion Booth Space (20' x 20'): \$4,500



Craft Brewery Sponsorship Opportunities

Craft breweries looking to reach the homebrew hobbyist can also exhibit and sample craft beer in the Homebrew Expo, but also get the added bonus of being featured at the Craft Beer Kick-off Part on Thursday night.

Three sizes of exhibit space are available for Craft Brewery Sponsors:

Single Booth Space (10' x 10'): \$2,250

Double Booth Space (20' x 10'): \$3,250

Pavilion Booth Space (20' x 20'): \$4,500

Homebrew Con Sponsorship Opportunities



Gold Level Sponsors enjoy the utmost in visibility at the event. Not only do you get an incredible asset that helps you stand above, you enjoy more of everything--- hospitality, program advertising and more.

Gold Level Sponsorship Opportunities (\$4,500+)

Pavilion Exhibit Space (20' x 20') - \$4,500

Conference Hotel Room Key Card - \$6,000 (includes hard costs)

Beer Service Team - \$5,000

*Final sponsorship level is determined by the cost of the total package





Homebrew Con Sponsorship Opportunities

Silver Level Sponsors generally enjoy a larger footprint in the HomebrewExpo with a 20' x 10', or add an asset to a 10' x10' to be recognized as a Silver Level Sponsor.

Silver Level Sponsorship Opportunities (\$3,250 - \$4,500)

Double Exhibit Space (20' x 10'): \$3,250

Registration Area Sponsor - \$3,850

Welcome Reception - \$3,500

Knockout Party Sponsor - \$3,500

Homebrew Expo Social Club - \$3,500

Club Night Sponsor - \$3,500

Wireless Sponsor - \$3,500

Mobile Application - \$3,500

Photo Sponsor - \$3,250

Attendee Bags Sponsor - \$3,000
(+ cost of bags)

Sustainability Sponsor - \$3,000

Lanyards Sponsor - \$2,750
(+ cost of lanyards)

Commemorative Glass Sponsor - \$2,000
(+ cost of glasses)

Commemorative Gift Sponsor - \$2,000
(+ cost of gift)

Official Off-site Nightly Event - \$1,750
(+ cost)

Custom Water Bottle Sponsor - \$1,750
(+ cost of water bottle)

Check-in Gift or Room Drop – \$1,500
(+ cost of gift and hotel drop cost)

Seminar Room Drop - \$1,500
(+ cost of gift)

*Final sponsorship level is determined by the cost of the total package





Homebrew Con Sponsorship Opportunities

Bronze Level Sponsors generally take on a 10' x 10' booth space and get excellent visibility in the Homebrew Expo.

Bronze Level Sponsorship Opportunities (<\$3,250)

Single Exhibit Space (10' x 10'): \$2,250

Keynote Speaker Sponsor - \$2,500

Program Branded Note Pages - \$2,500

Product Demonstration - \$2,000

Bag Insert - \$2,000

Seminar Room Sponsorship - \$2,000
(six available)

Volunteer Sponsor - \$1,500
(+ cost of shirts)

Charging Station - \$1,500
(+ cost of stations)

Airport Shuttle Service - \$1,500
(+ cost of vouchers)

Coffee/afternoon Bar Sponsor - \$1,000
(+ cost of food/beverage)

*Final sponsorship level is determined by the cost of the total package





Homebrew Con Program

This yearly event attracts more than 3,100 of the nation's most active and passionate homebrewers and beer enthusiasts that get together to celebrate a craft of the ages. The conference includes judging, seminars and discussion events that lets homebrewers enjoy of the fruits of each others' labor.

Space Reservation: April 13

Materials Due: April 20

Pricing

Back Cover (5.75" w x 8.75" h)	\$950
Full page (Bleed: 5.75" w x 8.75" h)	\$700
(No bleed: 4.5" w x 8" h)	
(Trim: 5.5" w x 8.5" h)	
(Live: 4.5" w x 8" h)	
1/2 page (4.5" w x 3.6" h)	\$500

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



For mechanical specs and more information: Homebrewcon.org/opportunities

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National Homebrew Competition



The National Homebrew Competition (NHC) is the world's largest international beer competition recognizing the most outstanding homebrewed beer, mead and cider produced by amateur brewers worldwide. NHC awards are presented at Homebrew Con and generate visibility for your company before, during and after the event.

8,600
Total Entries

3,500
Total Entrants

Competition Award Sponsors

\$500+

Sponsor one of these prestigious categories:

- Ninkasi Award
- Homebrewer of the Year Award
- Meadmaker of the Year Award
- Cidermaker of the Year Award
- Homebrew Club of the Year
- Gambrinus Club Award
- Radegast Club of the Year Award



Category Award Sponsors

\$300 per category

NHC winners receive gold, silver or bronze medals in 33 style categories. Be recognized at the Homebrew Con, online and in the conference program by sponsoring one of these categories:

- | | | |
|----------------------------------|-----------------------------------|---------------------------------------|
| 1. Light Lager | 13. Porter | 25. Spice/Herb/Vegetable Beer |
| 2. Pale Euro Lager | 14. Stout | 26. Smoke-Flavored and wood-aged beer |
| 3. Pilsner | 15. Strong Stout | 27. American Wild Ale |
| 4. Amber Lager | 16. American IPA | 28. Specialty Beer |
| 5. Dark Lager | 17. Double IPA | 29. Traditional Mead |
| 6. Bock | 18. Specialty IPA | 30. Fruit Mead |
| 7. English Pale Ale | 19. German Wheat and Rye Beer | 31. Spice and Specialty Mead |
| 8. Scottish and Irish Ale | 20. Belgian Ale | 32. Standard Cider & Perry |
| 9. American Pale Ale | 21. Strong Belgian & Trappist Ale | 33. Specialty Cider & Perry |
| 10. Other Pale American Ale | 22. Sour Ale | |
| 11. Amber and Brown American Ale | 23. Strong Ale | |
| 12. English Brown Ale | 24. Fruit Beer | |

For more information: [Homebrewcon.org/opportunities](https://homebrewcon.org/opportunities)



“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®



**2018: September 20–22:
Denver, CO**

The Great American Beer Festival (GABF) is the largest and longest-running celebration of American brewing, and it celebrates its 37th year in 2018, returning to Denver's Colorado Convention Center. More than 800 breweries are expected to present more than 3,800 beers to a crowd of more than 60,000 during the three-day salute to American brewing.

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.

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

800
Breweries





Great American Beer Festival Sponsorship Opportunities



Official Level Sponsorship Package: \$46,000+
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: \$32,000+
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: \$15,000+

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: \$15,000+

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: \$7,500+

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: \$7,500+

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: \$5,500+
 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: \$5,500+
 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!



<p>Age:</p> <p>21-24 2%</p> <p>25-34 40%</p> <p>35-44 31%</p> <p>45-54 17%</p> <p>55+ 10%</p> <p>Average: 34.3 years</p> <p>Gender:</p> <p>Male..... 73%</p> <p>Female..... 27%</p> <p>Marital status:</p> <p>Single..... 35%</p> <p>Married..... 62%</p> <p>Other 3%</p>	<p>Combined household income:</p> <p>\$110K+ 48%</p> <p>\$90K-\$109K..... 17%</p> <p>\$60K-\$89K..... 19%</p> <p>\$35K-\$59K..... 12%</p> <p>Under \$34K 4%</p> <p>Educational level:</p> <p>High School and below 10%</p> <p>Undergraduate Degree 54%</p> <p>Graduate Degree 36%</p> <p>Do you live in the greater Denver area?</p> <p>Yes 27%</p> <p>No..... 73%</p>	<p>Activities attendees enjoy:</p> <p>Pubs/Breweries..... 92%</p> <p>Travel/Vacation 82%</p> <p>Dining 72%</p> <p>Camping/Hiking 68%</p> <p>Sporting Events 64%</p> <p>Cooking 62%</p> <p>Homebrewing..... 56%</p> <p>Live Music/Concerts 66%</p> <p>Recreational Sports 43%</p> <p>Skiing/Snowboarding 41%</p> <p>Running 32%</p> <p>Cycling..... 32%</p> <p>Hunting/Fishing 25%</p> <p>Casinos 21%</p> <p>Off-roading/Snowmobiling 14%</p> <p>Climbing..... 12%</p>
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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 14

space permitting

Materials due: July 21



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)	\$1,500	Full page (no bleed: 7.5" w x 9.5" h)	

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

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

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	Bound-in Full-page Advertisement Insert (With Perforated Edge): \$5,850
Double (Six-page) Gatefold: \$16,000	Bound-in 7" w x 5" h or 5" w x 7" h Advertisement Insert (With Perforated Edge): \$3,500
Full-page Translucent Advertisement: \$4,000	

For more information: GreatAmericanBeerFestival.com/opportunities

Please contact us about Brewers Association advertising and sponsorship opportunities.



West

Kari Harrington

Business Development Manager
for Advertising & Sponsorship (West)

303.447.0816 Ext. 167

Direct: 720.473.7681

kari@brewersassociation.org



East

Tom McCrory

Business Development Manager
for Advertising & Sponsorship (East)

303.447.0816 Ext. 151

Direct: 720.473.7662

mccrory@brewersassociation.org





Brewers Association | 1327 Spruce Street | Boulder, CO 80302 | 303.447.0816 | 888.822.6273
advertising@brewersassociation.org