



**2020
TAMPA
BAY
BEER
WEEK**

MARCH 7-15

**SPONSORSHIP
PACKET** 2019-2020



WWW.TBBW.BEER // INFO@TBBW.BEER

MISSION STATEMENT

Tampa Bay Beer Week's mission is to promote local, national and international craft beer culture as it exists in the Tampa Bay area, and to celebrate the local craft beer producers, distributors, retailers, and consumers who positively impact our community. Tampa Bay Beer Week is a collaborative effort run by passionate members of our local beer community.



HISTORY

TBBW created Tampa Bay Beer Week, which is a week long celebration of the vibrant beer culture found throughout the Tampa Bay area. Tampa Bay Beer Week begins annually on the first Saturday of March and ends 8 days later. Since the inaugural Tampa Bay Beer Week in 2012, TBBW has hosted hundreds of events such as large-scale festivals, brewing competitions, charity events, and educational seminars. The efforts of TBBW have been a major factor in the continued growth of the Tampa Bay craft beer community making this area one of the top beer tourism destinations in the Southern United States.

WHO WE ARE

Tampa Bay Beer Week, Inc. (TBBW), is a 501(c)(6) not-for-profit organization established in 2012 to showcase the Tampa Bay area as an emerging and vibrant craft beer destination and to advance the local craft beer culture through events, education, and marketing. The Board of Directors consists of representatives from distributors, breweries, retailers, and independent beer enthusiasts.



CHRIS FAIRCHILD // EXECUTIVE DIRECTOR

CORY STURDIVANT // CHAIR

TRAVIS KRUGER // INTERNAL CHAIR

BRIANT WILDES // EXTERNAL CHAIR

DANIELLE STANLEY // SECRETARY

COLEMAN BERRA // TREASURER

THOMAS PETER BARRIS // CULTURAL DIRECTOR

VERONICA DANKO // LEGAL ADVISOR

NON-DESIGNATED BOARD MEMBERS

JENI OVERTON

JOSHUA PERIAN

KARLA RAVE

TANNER MOODY

DOM DOOCH

SCOTT NEWCOMB

ANNUAL EVENTS

HOSTED BY TAMPA BAY BEER WEEK

HALFWAY THERE

Our annual mid-year fest, Halfway There, is TBBW's major fundraising event held in August of each year. Last year, more than 950 attendees sampled beer from 50 breweries. The event was held at the impressive Armature Works building in downtown Tampa, hosted by our 2018 Title Sponsor, Armature Works, Inc.

THE ULTIMATE BREWER

Tampa Bay Beer Week kicks off with TBBW's "The Ultimate Brewer" event, where many local breweries face off in a competition that requires them to brew a beer using mystery ingredients. The winner is chosen in a blind taste format and receives the title of Ultimate Brewer. They get to host the event the following year and are given the opportunity to brew the official TBBW beer.

ALMOST THERE

The inaugural event was held this past January at St. Pete's historic Shuffleboard club and was sponsored by New Belgium Brewery. "Almost There" celebrates homebrewers and non-distributed breweries, who play a major role in the local beer community. The event was free to the public and drew a sold out crowd of 500 attendees. In addition to beer sampling and shuffleboard, the event featured expert panel discussions, a homebrew demonstration, and other vendors related to the industry.



ANCHOR EVENTS

INDEPENDENTLY OPERATED



CRAFT BEER FESTIVAL

The Florida Brewers Guild Craft Beer Festival (CBF), held annually on the first Saturday in March, hosts more than 70 Florida breweries and draws 400+ attendees. This event acts as the official kick off to Tampa Bay Beer Week and begins with a specialty keg tapping by the Mayor of Tampa. The CBF has been held for over 16 years for the purpose of raising money for the Florida Brewers Guild, a non-profit trade organization committed to promoting and preserving the rights of craft breweries through legislative efforts and community activism.



FOEDER FOR THOUGHT

Foeder for Thought is a celebration of wood-fermented beer, hosted annually by Green Bench Brewing Co. on the Friday during Tampa Bay Beer Week. The event offers unlimited samples of rare brews from dozens of breweries from around the world, with the highlight being panel discussions (hosted by Good Beer Hunting podcast) with industry experts who speak about the state of wild, funky, and rustic ales.



BREWERS' BALL

Held annually on the first Sunday in March, Brewers' Ball is a gathering of Florida brewers and their fans for the ultimate celebration of the art of brewing in the State of Florida. The event is put on by Best Florida Beer, Inc. established over 20 years ago, whose mission is to aid the promotion and development of the brewing arts. The event draws the "Who's Who" in the Florida beer industry, and trophies are given for Best in Show and many other famed categories.



HUNAHPU'S DAY

Cigar City Brewery's annual Hunahpu's Day, held on the second Saturday in March, hosts over 150 breweries and draws thousands of beer lovers from around the world. Centered around the annual release of Hunahpu's Imperial Stout, Hunahpu's Day offers beer lovers the opportunity to taste some of the world's most rare and sought-after beers and is the only way to purchase bottles of this highly regarded Imperial Stout.

MEDIA



WEBSITE

5000+ Web uniques each month
250+ events posted each year
Top ranked Google "Tampa Beer Fest"

WWW.TBBW.BEER



SOCIAL MEDIA

9,700+ Facebook followers
250+ events posted each year
Top ranked Google "Tampa Beer Fest"



BROADCAST

Dozens of TV and radio news features

TAMPA BAY ALE TRAIL

The passport program that pays for itself by incentivizing “hikers” to visit craft breweries, drink their great beer, and be rewarded with fun incentive items at monthly Trailhead meetups.

The current third edition runs from August 15, 2019 - August 15, 2020.
In the fourth edition (Aug 15, 2020 - Aug 15, 2021) Gold sponsors of TBBW 2020 will have a full page ad, and Silver sponsors will have a half page ad.



HOW IT WORKS

FOR PASSPORT HOLDERS (HIKERS)

1

PURCHASE A \$25 PASSPORT ONLINE
(OR AT A LOCAL PARTICIPATING BREWERY)

2

VISIT A BREWERY AND COLLECT A “FIRST VISIT”
(INCENTIVE) STAMP IN YOUR PASSPORT. RETURN ON
A FUTURE DATE, BUY ANOTHER PINT, AND GET A
BOGO STAMP AND ONE MORE FREE PINT THAT DAY

3

EARN MERCHANDISE INCENTIVES DIRECTLY FROM THE TAMPA
BAY ALE TRAIL BY VISITING AS MANY UNIQUE BREWERIES
AS POSSIBLE. COLLECT ALL FOUR BY ATTENDING MONTHLY
TRAILHEAD MEETUPS AT PARTICIPATING BREWERIES.

2019-2020 INCENTIVES INCLUDE

- (10) UNIQUE BREWERIES - PREMIUM PINT GLASS
- (20) UNIQUE BREWERIES - WOOD-TONE SUNGLASSES
- (40) UNIQUE BREWERIES - SNAPBACK HAT
- (70) COMPLETION - STAINLESS STEEL GROWLER OR CHALLENGE COIN



SPONSORSHIP

Tampa Bay Beer Week celebrates its 7th year in 2019 and we are proud of what it has become. Breweries, retailers, and other organizations will come together to host hundreds of events during the eight-day salute to all things beer in our area. Flocks of beer lovers from around the world converge on Tampa Bay for the festivities, and we want you to be a part of it!

Sponsorship of Tampa Bay Beer Week presents your company as a supporter of the local craft beer community to those who support it through our website, social media posts, and advertising buys. We work closely with our sponsorship partners to build relationships and network throughout the local beer community year round. Tampa Bay Beer Week Sponsors have access to our website to post their events, which we promote through our social media and other outlets. We have created a one-stop shop for all craft beer related happenings in the Tampa Bay area, and we champion our sponsors by sharing their events and message with craft beer lovers. We hope you will consider partnering with us and becoming a Tampa Bay Beer Week Sponsor!



BECOME A SPONSOR

To become a sponsor, email us at info@tbbw.beer with an attached high res logo (PNG preferred) for your business or organization. Payment can be made at www.tbbw.beer/sponsorship.

Please read the Terms & Conditions for participating as a sponsor of Tampa Bay Beer Week.

	TITLE \$10,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500	FESTIVAL 50/50 KEG = \$100
TBBW FEATURED EVENTS	UNLIMITED	8	4	2	—
ANNUAL FEATURED EVENTS	UNLIMITED	8	4	2	—
LOGO ON WEBSITE	MOST PROMINENT	PROMINENT	MID-SIZED	SMALL	NAME ONLY
DIGITAL MARKETING	ALL	SOME	LIMITED	LIMITED	SHARED
TBBW SWAG	16	8	4	2	—
TBBW HOSTED FESTIVAL	8	4	2	—	—
TBBW ALE TRAIL	FULL PAGE	FULL PAGE	HALF PAGE	—	—