



★ PARTICIPANT GUIDE ★

2017

WELCOME TO PITTSBURGH CRAFT BEER WEEK 2017!

Pittsburgh Craft Beer Week could be called the most wonderful time of the year, if that title wasn't already taken. In short, PCBW is a 10-day celebration of craft beer in and around the City of Champions. PCBW plays host to more than 300 events during these 10 days, which in turn pays tribute to the local brewing history of Pittsburgh while embracing the future of craft beer in Pittsburgh.

The core of Pittsburgh Craft Beer Week is by far our local beer community. This network of breweries, bars, restaurants, brewpubs, distributors, and everyone else that sells or makes the beer we all love is what keeps the culture of craft beer thriving in the Greater Pittsburgh Area. Because of this, we've tailored special sponsorship levels just for you that focus on events and social media to help you have your best week for Pittsburgh Craft Beer Week 2017. Participant levels include:



- LOCAL BREWERY \$500
- GOLD SPONSOR \$3,000
- SILVER SPONSOR \$1,500
- BRONZE SPONSOR \$500
- FRIENDS OF PCBW \$250

Each participant level includes the benefits listed below, and are carried out for the entire PCBW 2017 season, not just the 10 days of PCBW unless otherwise noted.

Please note that due to the special features of these participant levels, any business signing up for one of the above packages must meet all the following criteria: *

- Business must produce or sell craft beer/liquor as their primary form of alcohol sales
- Business must sell alcohol to the public
- If the business produces beer it must meet the requirements of a "craft brewery" as outlined by the Craft Brewer's Guild
- If the business produces other alcohol (cider, rum, whiskey, etc), it must be locally owned and operated in the Greater Pittsburgh area
- Business must have a location that is capable of hosting events
- All events must be hosted at the participant's location(s)
- No events can be held at a business or location that is not registered under the participant's name

*Please note that all participant sponsors are subject to majority approval by the Pittsburgh Craft Beer Week board of directors.

*Please note that all package benefits are for Pittsburgh Craft Beer Week 2017 and all expire on 12/31/2017.

**All standard events must meet base-level event guidelines as listed on final page.

***All Featured events subject to stringent approval by PCBW board.

PCBW SPONSORSHIP



LOCAL BREWERY \$500

What would Pittsburgh Craft Beer Week be without our breweries? While the goal of PCBW is to celebrate all things craft beer in the Greater Pittsburgh region, we love our local breweries and want to show our gratitude for being a part of our community.

The Local Brewery participant level offers a high level of features for a relatively low cost. Because of this, the requirements to be considered for this level of sponsorship are:

SPONSORSHIP CRITERIA:

- Primary brewery must lay within 45-mile radius of downtown Pittsburgh, PA
- Primary brewery must be located within the state of Pennsylvania
- Brewery must be considered a "craft brewery" as described by the Craft Brewers Guild
- Brewery must currently possesses at minimum the PLCB temporary orange placard license.
- Brewery must currently be actively producing beer on a consistent, regular basis at time of sponsorship
- Participation in Collaboration Beers, only participant breweries may participate in Collaboration Beers

*Please Note: All Local Brewery participant sponsors are subject to majority approval by PCBW board of directors

SPONSORSHIP BENEFITS:

- \$200 pre-purchase of beer to be used at a future event TBD in 2017 (details to follow)
- Events listing in mobile app**
- Events listing on website calendar
- Events listing in Printed Guide
- 3 Featured events***
- 5 Sponsor T-Shirts
- 4 Dozen Glassware
- 1 Event Professional Photography by Jeff Zoet Visuals
- Medium Logo in all print media advertising
- 1 medium advertisement in Printed Guide
- 1 Half-Page written content in Printed Guide
- Local Brewery Logo placement in participant section of PCBW website
- Local Brewery Logo placement in Printed Guide
- Local Brewery Logo placement on all Sponsor T-Shirts
- Local Brewery Logo placement in mobile app
- 25% discount on additional Printed Guide advertisements
- Social Media Package Level 2

*Please note that all package benefits are for Pittsburgh Craft Beer Week 2017 and all expire on 12/31/2017.

**All standard events must meet base-level event guidelines, available at pittsburghcraftbeerweek.com

***All Featured events subject to stringent approval by PCBW board.

PCBW SPONSORSHIP



GOLD \$3,000

SPONSORSHIP BENEFITS:

- Events listing in mobile app**
- Events listing on website calendar
- Events listing in Printed Guide
- 10 Featured events***
- 15 Sponsor T-Shirts
- 4 Dozen Glassware
- 1 Event Professional Photography by Jeff Zoet Visuals
- Featured Logo in all print media advertising
- 1 Full-Page advertisement in Printed Guide
- 1 Full-Page written content in Printed Guide
- Featured Logo in participant section of PCBW website
- Featured Logo in Printed Guide
- Featured Logo on all Sponsor T-Shirts
- Featured Logo placement in mobile app
- 25% discount on additional Printed Guide advertisements
- Social Media Package Level 3

*Please note that all package benefits are for Pittsburgh Craft Beer Week 2017 and all expire on 12/31/2017.

**All standard events must meet base-level event guidelines, available at pittsburghcraftbeerweek.com

***All Featured events subject to stringent approval by PCBW board.

PCBW SPONSORSHIP



SILVER \$1,500

SPONSORSHIP BENEFITS:

- Events listing in mobile app**
- Events listing on website calendar
- Events listing in Printed Guide
- 5 Featured events***
- 10 Sponsor T-Shirts
- 4 Dozen Glassware
- 1 Event Professional Photography by Jeff Zoet Visuals
- Medium Logo in all print media advertising
- 1 Half-Page advertisement in Printed Guide
- 1 Half-Page written content in Printed Guide
- Medium Logo in participant section of PCBW website
- Medium Logo in Printed Guide
- Medium Logo on all Sponsor T-Shirts
- Medium Logo in mobile app
- 20% discount on additional Printed Guide advertisements
- Social Media Package Level 2

*Please note that all package benefits are for Pittsburgh Craft Beer Week 2017 and all expire on 12/31/2017.

**All standard events must meet base-level event guidelines, available at pittsburghcraftbeerweek.com

***All Featured events subject to stringent approval by PCBW board.

PCBW SPONSORSHIP



BRONZE \$500

SPONSORSHIP BENEFITS:

- Events listing in mobile app**
- Events listing on website calendar
- Events listing in Printed Guide
- 1 Featured event***
- 5 Sponsor T-Shirts
- 4 Dozen Glassware
- Small Logo in all print media advertising
- 1 medium advertisement in Printed Guide
- Small Logo in participant section of PCBW website
- Small Logo in Printed Guide
- Small Logo on all Sponsor T-Shirts
- Small Logo in mobile app
- 15% discount on additional Printed Guide advertisements
- Social Media Package Level 1



FRIENDS OF PCBW \$250

SPONSORSHIP BENEFITS:

- Events listing in mobile app**
- Events listing on website calendar
- Events listing in Printed Guide
- 1 Featured event***
- 5 Sponsor T-Shirts
- Name only in all print media advertising
- 1 small advertisement in Printed Guide
- Name only in participant section of PCBW website
- Name only in Printed Guide
- Name only in mobile app
- 10% discount on additional Printed Guide advertisements
- 1 Facebook and 1 Twitter mention stating sponsorship level

*Please note that all package benefits are for Pittsburgh Craft Beer Week 2017 and all expire on 12/31/2017.

**All standard events must meet base-level event guidelines, available at pittsburghcraftbeerweek.com

***All Featured events subject to stringent approval by PCBW board.

PCBW SPONSORSHIP



SOCIAL MEDIA PACKAGES

To simplify the social media experience not only for our participants and sponsors, but for visitors as well, we have created three social media packages that are associated with specific sponsorship and participant packages. The details of each are below:

**All items below include Twitter and Facebook unless otherwise specified
**All items are during the 10 days of PCBW 2017 only unless otherwise specified*

SOCIAL MEDIA PACKAGE 3

- 5 mentions stating sponsorship level total
- 2 Daily Mentions
- 10 Event Notifications total
- 2 Twitter Re-Tweets per day
- 10 Facebook event listings/shares total
- Weekly Email Blasts (starting 1 week before PCBW 2017 and continuing all year)
- 1 Social contest (ticket giveaway, prize pack, etc)

SOCIAL MEDIA PACKAGE 2

- 3 mentions stating sponsorship level total
- 1 Daily Mention
- 5 Event Notifications total
- 1 Twitter Re-Tweet per day
- 4 Facebook event listings/shares total
- Weekly Email Blasts (starting 1 week before PCBW 2017 and continuing all year)

SOCIAL MEDIA PACKAGE 1

- 2 mentions stating sponsorship level total
- 5 Event Notifications total
- 1 Facebook event listings/shares total
- Weekly Email Blasts (starting 1 week before PCBW 2017 and continuing all year)

PCBW SPONSORSHIP



CONTACT US

THE BEST WAY TO GET IN TOUCH WITH THE FOLKS BEHIND PITTSBURGH CRAFT BEER WEEK IS TO FILL OUT OUR CONTACT FORM, WHICH CAN BE FOUND AT **PITTSBURGH CRAFT BEER WEEK.COM**

FOR ALL OTHER QUESTIONS, COMMENTS, AND CONCERNS PLEASE EMAIL **INFO@PITTSBURGH CRAFT BEER WEEK.COM** AND SOMEONE WILL BE IN TOUCH. PLEASE DON'T FORGET TO INCLUDE YOUR NAME, PHONE NUMBER, AND BEST TIME TO CONTACT ALONG WITH YOUR QUESTION OR COMMENT.