



**THE  
WEEK  
YOU'VE  
BEEN  
WAITING  
FOR.  
AGAIN.**

**ANNOUNCING  
THE 2ND ANNUAL  
RENO CRAFT  
BEER WEEK**

**MAY 13-22, 2016**

FEATURING NEVADA'S OWN  
HOME BREW COMPETITION

**BACKWASH**

A CELEBRATION OF  
HOPS AND HOPES FOR  
PROJECT GREAT OUTDOORS

-AND-

**STRANGE BREW**

A TRULY DIFFERENT KIND  
OF FESTIVAL : HOSTED BY  
THE BREWER'S CABINET



## **RENO CRAFT BEER WEEK**

**May 13-22, 2016**

The inaugural Reno Craft Beer Week in 2015 recognized and celebrated our region's craft beer culture. Reno Craft Beer Week 2016 (May 13-22) will feature more events, more participating businesses and more visiting beer travelers.

From Reno to Sparks and all the way to Carson City and Virginia City, Reno Craft Beer Week will show the success and collaboration amongst the members of the craft beer community. Patrons will sample our area's finest beers, learn from local beer makers about their evolving craft and experience fun events that highlight the region's food and entertainment offerings.

Reno Craft Beer Week will foster knowledge of our regional brewing heritage and reinforce local farm to table, or in this case farm to glass movement.

## **WHAT'S DIFFERENT FOR 2016?**

In 2016 we again plan to create a collaborative, synergistic schedule of compelling events. We will attract beer geeks, ale rookies and culinary adventurers while serving as a showcase for Northern Nevada's breweries, restaurants, pubs, businesses and experiences with ties to our craft beer community in partnership with the Nevada Craft Brewers Association.

- More events, more participants, more spectators/fans
- Increased casino resort presence with events and room block promotions
- Educational presentations from well-known brewers
- Stronger media partnerships
- Collaborative beers brewed specifically for Reno Craft Beer Week
- Out-of market advertising in highly targeted publications
- One low participation cost, regardless of how many events you host.

## **WHY PARTICIPATE?**

Let thousands of local and visiting beer lovers know that they can find quality craft beer at your business. Watch new customers walk through your door every day you hold an event. Watch them come back as return customers. Reward your existing customers with something special. Strengthen your relationship with local brewers and beer distributors. Introduce a new brew or beer-food pairing that may become a regular pleasure.





## WHAT KIND OF EVENTS CAN YOU HOST?

Choose a brewery and serve their beers. Feature a different brewery every day. Pick your favorite beer style and serve versions from different breweries. Design a menu that pairs food and beer. Be imaginative. Celebrate a country you love with their beer, food, music and traditions. Invite a brewer. Take part in one of our major events like being a sponsor of Backwash. Invite a brewer or a representative to dazzle your customers with rare and interesting beer and insider information. Design a beer-themed game like beer trivia, beer bingo, and anything you can think of for fun and prizes.

## HOW TO SIGN UP.

Contact Don Vetter at 775.848.0670 or e-mail at [donaldivetter@gmail.com](mailto:donaldivetter@gmail.com) to set your sponsorship level and make payment arrangements. Once you're in, just visit [renocraftbeerweek.com](http://renocraftbeerweek.com) to submit your event.

## HOW CAN YOU PROMOTE YOUR EVENTS?

That's where we come in. A large local and regional marketing campaign will drive traffic to the event in general. All official events (those hosted by sponsoring establishments and organizations) will be included on the website event listing and in the printed event guide. You can increase your exposure with increased sponsorship levels, and our media partners have special discounted advertising rates for all official participants.

## SPONSORSHIP AND ADVERTISING PACKAGES

### ALL SPONSORSHIP LEVELS INCLUDE:

- Event promotion on [renocraftbeerweek.com](http://renocraftbeerweek.com)
- Calendar listing of each event
- Logo and link on sponsors page
- Calendar Listing in RCBW Special Section
- Listing of all your events in the RCBW pocket guide

**BASIC SPONSORSHIP: \$249**

### EARLYBIRD SPECIAL:

Before January 30th its only: **\$199**

## VALUE PROGRAMS

**CRYSTAL PINT: \$550**

- Quarter Page Ad in print special section
- 2 event write-ups in Facebook pages
- Highlighted event in print insert
- Rotating web ad/link

**PEWTER MUG: \$750**

- Half Page Ad in print special section
- Radio Spot mention of one event
- Highlighted listing in print insert with photo
- Three-event write up on Facebook
- Rotating web ad/link

**GOLDEN GOBLET: \$1,575**

- Full page Ad in print special section
- Feature Blog entry on website
- Radio spot mention of two events
- Daily Facebook post
- Highlighted listing in Print insert
- Highlighted listing in Pocket Guide and Ad
- Rotating web ad/link

**PRESENTING OR TITLE SPONSORSHIP: NEGOTIATED**

### CONTACT:

Don Vetter at 775.848.0670 or e-mail at [donaldivetter@gmail.com](mailto:donaldivetter@gmail.com)

# RenoCraftBeerWeek.com

Contact:

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