



BEER  
NOW  
CONFERENCE

November 10 - 14, 2021

# Beer Now Conference

Marketing Opportunities



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Contact [allan@zephyrunitied.com](mailto:allan@zephyrunitied.com) for more info.

# About

**If you don't sell more beer, your competition will.**

**The 2021 Beer Now Conference will bring together over 100 beer influencers.** Our experience as conference organizers and the relatively small size of this event gives us the opportunity to run a safe, outdoor conference that offers you effective in-person networking and marketing opportunities.

**Beer Influencers want to learn more about you.** They are energized by writing, photographing, podcasting, and publishing video about beer, breweries, and the people who make up the beer industry. They are motivated by communicating their views to their communities via Facebook Live, Instagram, Zoom, YouTube, beer apps, blogs, industry publications, and a bar stool at their local taproom.

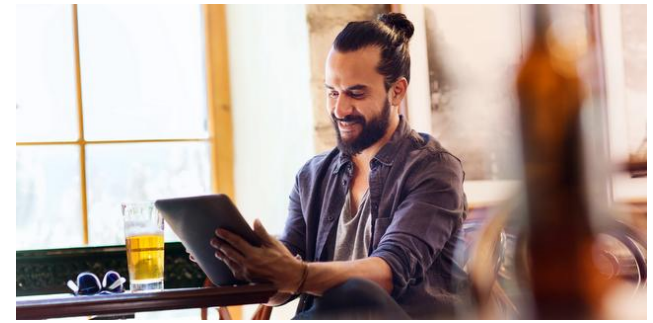
**There will not be another in-person event that attracts this many high caliber influencers to one place in 2021. This is a unique chance for your brand to make a real impression and turn it into millions of impressions!**

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# About the Beer Influencers



<b>98,844</b>	Unique Blog Visitors per month
<b>2,320</b>	Facebook fans/likes
<b>3,578</b>	Pinterest followers
<b>2,960</b>	Instagram followers
<b>7,575</b>	Twitter followers
<b>1,115</b>	YouTube followers

**116,392 Followers** :: average # of followers per Influencer

**100 Beer Influencers** :: projected # of Influencers to attend 2021 Conference

**11,639,200 Beer Consumers** :: potential reach of your message

# Who has presented

Jim Koch - Boston Beer

Sam Calagione - Dogfish Head

Greg Koch - Stone

Randy Mosher - Author, Brewer

Frank Boon - Brouwerij Boon

Kim Jordan - New Belgium

Stan Hieronymus - Appellation Beer

Willem van Waesberghe - Heineken

Mark Yocum - Anheuser-Busch

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# We've been around

2010 Boulder, CO

2011 Portland, OR

2011 London, UK

2012 Indianapolis, IN

2012 Leeds, UK

2013 Boston, MA

2013 Edinburgh, UK

2014 San Diego, CA

2014 Dublin, IE

2015 Asheville, NC

2015 Brussels, Belgium

2016 Tampa, FL

2016 Amsterdam, NE

2017 Milwaukee, WI

2018 Loudoun, VA

2019 Great Falls, MT

2020 Virtual Beer Summit

**2021 Austin, TX**

# Marketing Opportunities

<b>Elite</b>	\$10,000
<b>Meal</b>	F&B
<b>Content*</b>	\$5,000
<b>Reception</b>	\$2,500
<b>Excursion</b>	\$3,500
<b>Announcement*</b>	\$2,000
<b>Sunset Talks</b>	\$1,500
<b>Exhibitor</b>	\$1,000
<b>Glassware</b>	\$1,000
<b>Cooler</b>	\$1,000
<b>Tote</b>	\$1,000
<b>Live Beer Social</b>	\$500
<b>WiFi</b>	\$3,500
<b>Transportation</b>	\$5,000

\*virtual option available

*“Our experience with the conference last week was stupendous! ... anytime you bring people together to have dialogue and engage in an authentic way, the experience is indelible and transforming.” - 2018 Sponsor*

Contact [allanwright@zephyrunitied.com](mailto:allanwright@zephyrunitied.com) for more information.

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# Elite \$10,000

## Create and host sixty minutes of content

- Large logo on the site and all print materials
- Direct email to 1,400 Beer Influencers in advance of the conference
- Two Free Standing Banners at the front of the conference space
- Receive Attendee Contact Info
- Direct Email & Text to conference attendees during and prior to your event
- Host a Facebook Live session in advance of the conference
- Receive the email addresses of attendees who opt-in
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page in a pole position
- Publish two blog posts on the Conference Site
- Two posts on Facebook Page and Group
- Five conference registrations

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# Meal F&B

**Host and present during ninety-minute lunch at Vista Brewing or two-hour dinner off site**

- Provide all food and beverage for up to 150 Beer Influencers
- Present to the attendees during the meal
- This is a unique opportunity to really impress
- Direct email to 1,400 Beer Influencers
- Present your product or service to the audience during the meal
- Receive Attendee Contact Info
- Direct Email & Text to conference attendees prior to your event
- Host a Facebook Live session in advance of the conference
- Receive the email addresses of attendees who opt-in
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- Three conference registrations

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# Content \$5,000

## Present 45-minutes of content

- Option to live stream your session
- Receive Attendee Contact Info
- Text to conference attendees prior to your event
- Direct email to all conference attendees
- Host a Facebook Live session in advance of the conference
- Receive the email addresses of attendees who opt-in
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- Three conference registrations

*Available to present in-person or virtually (pre-recorded or live)*



# Excursion **\$3,500 - SOLD**

## Arrange a pre-conference or post-conference excursion for 25 - 50 influencers

- Sponsor is responsible for all costs associated with the reception including transportation
- Multiple texts to participants
- Host a Facebook Live session in advance of the conference
- Receive the email addresses of attendees who opt-in
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- Two conference registrations

*"The team at Guinness broke through my preconceived notions and delivered a truly memorable way to kick off my conference experience." - 2018 Attendee*

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# Reception **\$2,500**

**Host an evening reception on Thursday, Friday, Saturday or Sunday**

- Sponsor is responsible for all costs associated with the reception including transportation
- Receive Attendee Contact Info
- Text to conference attendees prior to your event
- Direct email to all conference attendees
- Host a Facebook Live session in advance of the conference
- Receive the email addresses of attendees who opt-in
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- Three conference registrations

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# Announcement

\$2,500

## Present fifteen minutes of promotional content

- Beer Influencers will be seated at socially distanced tables. Influencers will access sponsor information, beer or product during the presentation
- Host a Facebook Live session in advance of the conference
- Receive the email addresses of attendees who opt-in
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- Two conference registrations

*Available to present in-person or virtually (pre-recorded or live)*

# Sunset Talks

**\$1,500 - SOLD**

## Sponsor 60-minute Sunset Talks

- Eight Beer Influencers each present five-minute talks that are often educational and always enjoyable
- Beer Influencers will drink sponsor's beers during the talks
- Talks will take place as the sun sets outdoors on Saturday, November 13
- Often one of the highest rated sessions of the conference
- Sponsor can present one of the five-minute talks
- Sponsor has the option to participate in the introduction of the talks
- Sponsor branding placed near the presenters
- Talks will be recorded and streamed via Facebook Live
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- One conference registration

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# Exhibitor **\$1,000**

**Present your product or service to the entire audience for five-minutes**

- Beer Influencers will be seated at socially distanced tables. Influencers will access sponsor information and/or product during the presentation.
- Presentations will take place at Vista Brewing on the afternoon of Friday, November 12
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- One conference registration

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# Glassware, Cooler or Tote Sponsor **\$1,000**

**Provide the official glassware, cooler or tote of the 2021 Beer Now Conference**

- Sponsor can provide their own product or sponsor and pay additional costs to provide product for each attendee
- Sponsor may have the option to place logo on product
- Conference will need up to 300 glasses, 150 coolers and 150 Totes
- Host a Facebook Live session in advance of the conference
- Receive the email addresses of attendees who opt-in
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- One conference registration

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# Live Beer Social

\$500 per beer

- Fast, fun, and effective speed dating style of event
- Sponsor speaks to audience from stage for 5-7 minutes while attendees taste your beer at their table
- Sponsor does not need to be registered for the conference; No conference registrations are included
- Limited to 10 breweries
- This event will be recorded and Live Streamed on Facebook.
- The Live Beer Social will take place at Vista Brewing on the afternoon of Saturday, November 13
- Participating breweries will be listed on the conference site, agenda and promoted via social and a blog post
- Brewery contact, website and social media information will be shared with influencers in advance of the conference as well as during the Live Beer Social

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# WiFi \$3,500

## Sponsor the WiFi at Vista Brewing

- \$3500 will be put towards WiFi costs associated with providing WiFi outdoors for this event
- WiFi Network, password and landing page will be sponsor branded
- Present to the audience at the conference for five minutes
- Receive Attendee Contact Info
- Text to conference attendees multiple times on Friday and Saturday
- Direct email to all conference attendees
- Host a Facebook Live session in advance of the conference
- Receive the email addresses of attendees who opt-in
- Embedded YouTube, Logo, Link & Description on the Site's Expo Page
- Three conference registrations

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# Transportation **\$5,000**

## **Provide Transportation to and from Vista Brewing from Austin on Friday and Saturday**

- \$5000 will be put towards transportation costs
- Sponsor will have the opportunity to provide product and information on the buses
- Present to the audience at the conference for five minutes
- Receive Attendee Contact Info
- Text to conference attendees multiple times on Friday and Saturday
- Direct email to all conference attendees
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