

A white silhouette of the state of Florida is centered on a blue background. The background is filled with a repeating pattern of small, light blue icons representing various beer-related items: hops, malted barley, and beer glasses. Overlaid on the map is the text "2019 TAMPA BAY BEER WEEK" in large, bold, white, sans-serif capital letters. To the right of the map, the dates "MARCH 2-10" are written in a smaller, white, sans-serif font, oriented vertically.

**2019
TAMPA
BAY
BEER
WEEK**

MARCH 2-10

**SPONSORSHIP
PACKET** 2018-2019



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

MISSION STATEMENT

Advancing the Tampa Bay beer culture through education, events, and marketing. Celebrating the diverse local, national, and international mixed culture that encompasses the greater Tampa Bay area 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

BARRY ALLEN ELWONGER // CHAIR

CORY STURDIVANT // INTERNAL CHAIR

TRAVIS KRUGER // EXTERNAL CHAIR

BRIANT MERTZ // SECRETARY & SOCIAL MEDIA DIRECTOR

SAM COCCIA // TREASURER

THOMAS PETER BARRIS // CULTURAL DIRECTOR

VERONICA DANKO // LEGAL ADVISOR

NON-DESIGNATED BOARD MEMBERS

COLEMAN BERRA

DANIELLE IZSO

JENI OVERTON

JOSHUA PERIAN

KARLA RAVE

MELANIE TYMRAK

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



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 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.



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.



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

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 SPONSOR \$10,000

Platinum Logo placement included on TBBW website and in all platinum TBBW Marketing, which can include Billboards, TV & Radio spots, Print & Social Media

Official use of the TBBW media kit

Featured events year round

Official TBBW sponsorship kit (2019 official sponsorship decal, 2019 shirts, and more)

10 tickets to official TBBW Hosted events



GOLD SPONSOR \$2,000

Premium logo placement on TBBW website and in all premium TBBW marketing, which can include Billboards, TV & Radio Spots, Print & Social Media outlets, and TBBW hosted events

Official use of the TBBW media kit

7 Featured beer week events

Official TBBW sponsorship kit (2019 official sponsorship decal, 2019 shirts, and more)

4 Tickets to official TBBW hosted events



SILVER SPONSOR \$1,000

Preferred Logo placement on TBBW website and included in select Print & Social Media outlets

Official use of the TBBW media kit

3 Featured Events

Official TBBW Sponsorship Kit (2019 official sponsorship decal, 2019 shirt, and more)

2 Tickets to official TBBW hosted events



BRONZE SPONSOR \$500

Logo placement on TBBW website and name included in Print & Social Media outlets

1 featured event

Official TBBW Sponsorship Kit (2019 official sponsorship decal, 2019 shirt, and more)