

# SDBW

## SAN DIEGO BEER WEEK 2010

Celebrating Craft Beer in San Diego – November 5-14, 2010

## GUIDE TO POSTING EVENTS ON THE SAN DIEGO BEER WEEK WEBSITE

Thanks for participating in San Diego's largest craft beer event—San Diego Beer Week 2010. The following is a guide explaining how you can register your participation and events in SDBW.

### ABOUT San Diego Beer Week

San Diego Beer Week promotes San Diego's thriving craft beer culture by sponsoring a ten-day countywide festival that attracts beer tourism, fosters knowledge of our regional brewing heritage, and serves as a showcase for San Diego's breweries, restaurants, pubs, and other businesses with ties to the craft beer community. San Diego Beer Week is sponsored by the San Diego Brewers Guild, a non-profit whose mission is to promote awareness and increase the visibility of fresh, locally brewed beer through education and participation in community events.

San Diego Beer Week's inaugural year propelled craft beer into the spotlight with more than 300 events spread throughout the County. Participating bars, restaurants, retail establishments, hotels, and sponsors all benefited from SDBW with a reported growth in sales and a groundswell of demand for craft beer.

Men's Journal recently named San Diego the #1 Beer City in the country. San Diego is often referred to as the Napa Valley of beer and is considered one of the top beer tourism destinations in the world. SDBW 2010 promises more events, more publicity, and more participants. With the popularity of craft beer on the rise, join in and take advantage of this opportunity to increase your brand awareness. Visit [www.sdbw.org](http://www.sdbw.org) for more information.

### BENEFITS of Participating

- \$50k+ advertising/PR campaign to increase awareness for SDBW and drive traffic to [SDBW.org](http://SDBW.org)
- Robust advertising plan with a circulation reach of 23 million (print, online, radio)
- 210,000 unique visitors per month at [www.sdbw.org](http://www.sdbw.org)
- 20,000+ participants in SDBW
- Inclusion on website event listing page
- Raise awareness for your brand and associate yourself with San Diego's craft beer movement

### EXAMPLES of Events You Can Host

- Beer Dinners
- Meet the Brewer Nights
- Beer and Cheese Pairing Flights
- Beer and Small Plate pairings
- Brewery Nights with multiple tap handles and casks on at once
- Beer-style Nights (ex: Belgian Night, IPA Night, Sour Night, etc)

### WHAT'S Included in the \$50 Registration Fee?

- Official SDBW participant packet, including hi-res logos for use online and in printed materials
- Official SDBW poster in PDF format for printout
- Access to [www.sdbw.org](http://www.sdbw.org) event listing page
- Unlimited event postings during the 10 SDBW days

### HOW TO REGISTER YOUR EVENTS

- 1 Go to [www.sdbw.org](http://www.sdbw.org).
- 2 Click on the "Events" tab and then on the button that says "Register Your Event."
- 3 Fill out the registration form and pay the registration fee. (\$50 for unlimited event postings).
- 4 You will receive an email with login instructions.
- 5 Log in and post your events!

\*ABC guidelines state that it is not legal for breweries to post outside account events to the SDBW website. Only licensed accounts (not breweries) are permitted to post their events. The only exception to this rule is if the brewery operates its own brewpub/restaurant/tasting bar, in which case the brewery is allowed to post events taking place in their own establishment.

