



Charlotte Craft Beer Week

October 20th - 29th, 2023

Dear Charlotte Craft Beer Restaurants, Bar, Taproom Rooms, Bottle Shops (All Retailers for Craft Beer/Cider)

We're happy to announce that Charlotte Craft Beer Week is back for 2023! We hope you join us this year by planning events in which we want to help promote!

Please find all the information you need to run a successful Charlotte Craft Week Beer for your establishment.

Events:

Themed Events: These are ideas for event planners. Feel free to go by this guide or plan your own events! All events are good events. Here is the provided guide, which you can also find on the website [here](#)

- **Saturday October 21st and Sunday October 22nd - Community Weekend**
 - Take some time to feature your community and the people who support you.
 - Each establishment to host their own event, here are some ideas:
 - Host a fundraising event for a charity.
 - Brew a cause - specific beer
 - Host a neighborhood clean-up.
 - Dedicate a special charity tap.
- **Monday October 23rd and Tuesday October 24th**
 - Let's talk about beer! These days are for beer-centric events to help educate and enlighten.
 - Each establishment to host their own event, here are some ideas:
 - Host a Beer & ____ Pairing.
 - Host a Beer Education Class
 - Release "Dueling" Beers (Same base, different yeast/hops)
 - Release a SMASH beer (Talk about flavors from ingredients)
- **Thursday October 26th and Friday October 27th - Collaboration Beer Release Days**
 - Join forces these days to make some magic.
 - Plan collaboration beers to be released on these days
 - Each establishment to host their own event, here are some ideas:
 - [Beer Collaboration Ingredient Discounts Available](#)
 - Hopsteiner, Jasper Yeast, Malteurop & Amoritte have provided discounts for each brewery who would like to release collaborations during beer week.
 - *NOTE*: This is mostly for the breweries. Unfortunately, NC ABC don't allow for retailer/brewery collaborations (only private labels)
- **Saturday October 28th and Sunday October 29th - Entertainment Weekend**
 - Craft Beer is an art, and we are a part of a vast creative community in Charlotte, so let's support each other.
 - Each establishment to host their own event, here are some ideas:
 - Host Live Music, Art Show, Market, Karaoke
 - Comedy Night
 - Brewery Scavenger Hunt

Anchor Events: These are planned by the Charlotte Craft Beer Week Planning Committee. You can find a list of them [here](#).

- If your location is hosting an Anchor Event - **This Information Is For You!**
 - Printed Posters and Flyers will be dropped off over the next two weeks
 - Poster/Flyer PNG versions on Posters & Flyers are attached to this email for your reference and review.
 - Note: PDF versions will be sent out on Monday after we receive any last minute feedback from you all.
 - Facebook Events will be going live over the next week. Businesses who are involved with the event will be made co-host of the event.
- [Media Night](#): Private Event. All participating establishments will receive an invite.

Sign Up To Participate - [Form Here](#) (Please ignore this if you have already signed up!)

- If you participated last year, your logo is on the website, please check your logo to make sure it is your most current one. If you need to change it. Please fill out the Participation Form
- If you have already signed up, disregard this step.
- If you would like to take advantage of Charlotte Craft Beer Week Marketing, and have not signed up to participate, please do so!

Event Submission

- Please submit your events to two (2) different forms.
 - CRVA - [The Charlotte Regional Visitors Alliance](#) is our marketing sponsor and will be promoting all your events. - [Submit Here](#)
 - Charlotte Craft Beer Week's Marketing Company will promote your events through social media posting. - [Submit Here](#)
 - We know having to submit your events in two different places is not ideal and are working on a solution for next year.
- Note: This does not include Anchor Events.

Social Media Posting and Event Posting

In order to maximize your Charlotte Craft Beer Exposure, here is a list of everything you should be doing for your events and social media posting.

Social Media

- Please follow Charlotte Craft Beer Week on IG, FB and Twitter
 - **IG Handle:** @CLTcraftbeerweek
 - **Twitter:** @CharlotteBeerWk
 - **Facebook:** @CharlotteCraftBeerWeek
- When you post your events and anything related to CCBW to social media, please tag @CLTcraftbeerweek on IG, and use #CLTcraftbeerweek.
- Recommended Hashtags: #CLTcraftbeerweek #CCBW2023 #CLTbeer #NCbeer #Charlottesgotalot
- **Website:** charlottecraftbeerweek.com
- **Event Template:** A Beer Week Template is available on the website. You can add your event

graphics in it.

- Please reach out to Katie Bonner for questions - katie@gettheagency.com
- **INSTAGRAM COLLABORATOR POST INFORMATION:**
 - Here are some quick instructions for how you can add Charlotte Craft Beer Week as an Instagram Collaborator on your post(s)
 - **How to create an Instagram Collab post:**
 - To begin, click the + sign to create a new post.
 - Once you've uploaded the content, click on "Tag people."
 - Click on "Invite collaborator."
 - Search for the account and click on their profile.
 - Wait for them to accept the request.

And more info [here](#) if they'd like to read up on it further.

Please reach out to Katie Bonner at katie@gettheagency.com for questions.

Event Posting

- **Facebook Events:** Add Charlotte Craft Beer Week as a co-host via these steps:
 - Create your event on Facebook
 - Navigate to the "add co-hosts" section in "create event" dialogue box
 - Enter "@charlottecraftbeerweek" and select our FB profile
 - Click "create event" at bottom once event info is ready to publish

Sharing Assets

- **Uploading Photos and Videos:** If you're willing, please upload any photos and videos you document throughout [Beer Week to the Google Drive folder](#) here to be used on our social media as we ramp up for next year:
 - **Note:** Katie Bonner has sent main brewery contacts an invitation to this folder via email. If anyone else outside of your email would like to upload assets, she will be happy to approve anyone's request for access to the folder. Please email her with any questions: katie@gettheagency.com.

Marketing/Advertising

- [The Agency Marketing Group](#) has been hired to run Social Media content/posting, creating branding for graphics, posters & fliers.
 - [Submitting your events](#) will provide them with more social media content and allow them to tag you in post.
 - **We need your help with photos!** We are looking for generic and fun taproom photos of beer, events, customers, etc. for social media use. Please help us out by email any photos you can to your marketing contacts.
 - Contacts:
 - Kersten Conklin - kersten@gettheagency.com,
 - Katie Bonner - katie@gettheagency.com
- Stickers! [Mini Merch](#) is donating 10k stickers to Beer Week. They are being printed now, and will be distributed to you.
 - Note: They will only be distributed to locations with Anchor Events due to time and limited resources.
 - If you would like stickers for your location, please reach out to Rachael Hudson at Pilot Brewing at rachael@pilotbrewing.us and she will put some aside for you to be picked up at Pilot Brewing.
 - Stickers will also be available for you to pick up at Media Night
- Posters/Flyers: Attached to this email are some images for posters we will use.
 - **Please note** - PDF printable versions will be sent out.
 - "Tap Into" Generic Beer Week Poster
 - #NotMe 8.5x11" Flier
- [#NotMe](#) is a Beer Week Sponsor and they have provided an APP as reporting system for our

events. Please find more information [here](#).

- You will be sent a digital flier that we ask for you to please print out and hang out around your taproom.
- If budget allows, we will provide some printed copies.

CRVA - Craft Beer Passport - Breweries Only

-Plan is to be able to include restaurants, bottle shops, taprooms, bars, etc in the Passport Next Year -

Code of Conduct and #NotMe

- Please find our [Code of Conduct](#) here.
- Charlotte Craft Beer Week is a certified #NotMe culture and thank them for their donation.
 - #NotMe was created to help people speak up safely and for organizations to receive real-time feedback and manage each report efficiently and effectively.
 - Their speak up and case management platform create an environment where everyone feels empowered and safe.
 - It is cloud-based, secure and highly customizable for our Anchor Events.
 - Please see the #NotMe flier attached. This is a printable version for your taproom. We encourage you to print these out and promote the #NotMe app for beer week.
 - Limited Posters will be printed and distributed to Anchor Event locations.
 - Find our webpage about #NotMe's participation in Charlotte Craft Beer Week [here](#).
- **Note:** If your location is hosting an Anchor Event, we highly encourage you to have your staff download and be familiar with the App.
- Please reach out to Matt Dougherty at matt.dougherty@not-me.com for any questions about #NotMe App and how it can better work for your location as well.

Next Steps For You:

- Ensure you are signed up.
- Plan/Submit your events
- Print Out Fliers For Your Taproom
- Familiarize yourself with the [Charlotte Craft Beer Week Website](#)
- Send in photos.
- Ask Questions! The Planning Committee is here to help!
 - Feel free to respond to this email or email support@charlottecraftbeerweek.com with any questions.

Thank you,

The Charlotte Craft Beer Week Planning Committee

General Questions & Events: [Rachael Hudson](#)

Social Media: [Lindsay Hayes](#)

PR: [James Amato](#)

Sponsorships & Bad Review Night: [Melissa Johnston](#)