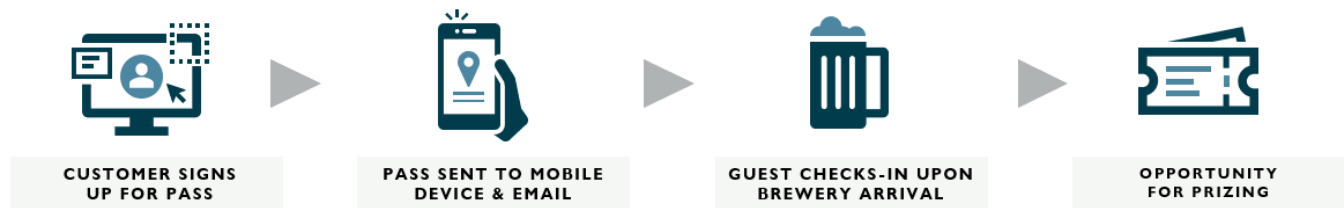


CRAFT BEER PASSPORT- OCTOBER 2023

In celebration of Charlotte craft breweries, a new gamified **CRAFT BEER PASSPORT** will let patrons explore their brewery bucket list. Earn points by checking in at participating breweries and craft beer themed events during October's NC Craft Beer Month to qualify for prizes. Additional prizing opportunities will drive participants to Charlotte Craft Beer Week (Oct. 20-29) anchor events.

How it works for the user:

- **Access via website:** Passport hosted on website via Bandwango, a white-label platform
- **No cost for user to participate:** Easy to access to the passport via website link and/or QR code
- **Not an app!** Upon redemption, user receives email and text that can be downloaded to mobile device
- **Geofencing in place:** Check-ins work only within the vicinity of the brewery
- **Gamification:** Earn prizes via a points system (per brewery/event check-in)
- **Bonus:** Stop by the Uptown Visitor Info Center to receive a free pint glass (tent.)



Marketing support:

The Charlotte Regional Visitors Authority (CRVA/Charlotte) marketing and communication team will promote the passport during NC Craft Beer Month through owned channels (website, email, social, earned media) as well as a paid digital campaign. Through this support, the CRVA will promote general brewery awareness, Craft Beer Week anchor events (including neighborhood brewery crawls) and all other October brewery events.

Sample prize structure:

- Earn points for brewery check-ins and brewery event check-ins
- Receive additional points at Craft Brew Week anchor events
- Points can be redeemed for prizes, including the following (CRVA fulfillment)
 - Charlotte branded t-shirt
 - Complimentary Brew Badge pass
- Craft Beer Week brewery crawl ([here](#)) participation will earn entry into an additional sweepstakes (Craft Beer Week team fulfillment)

How to participate:

Email brandy.larrick@crva.com by Sept. 8 with confirmation of participation.

There is no fee to participate. Drive traffic to your events (trivia night, food trucks, live music, etc.) during the month of October by submitting events on the [EVENT SUBMISSION FORM](#) by Sept. 8. Events can be added after this date, but events added by Sept. 8 are guaranteed to be included in the initial launch of the promotion. Users will get extra points for attending your events.