



Charlotte Craft Beer Week
October 20th - 29th, 2023

Dear Charlotte Craft Beer Establishments,

We're happy to announce that Charlotte Craft Beer Week is back for 2023!

Please find all the information you need to run a successful Charlotte Craft Week Beer for your brewery/ciderworks!

Events:

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.

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.
- **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

Sign Up To Participate - [Form Here](#)

- 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 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.

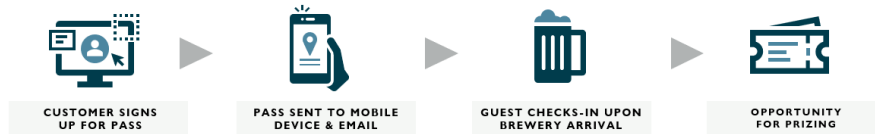
Marketing/Advertising

- [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.
- Posters/Flyers: Attached to this email are some images for posters we will use.
 - **Please note** - PDF printable versions will be sent out.
 - Limited supply of the “Tap Into” Poster (the general information poster) will be printed and passed out to as many participating locations as possible.
 - Posters/Fliers for Anchor Events will be printed and distributed to corresponding host locations by September 23rd.
- [#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

In celebration of Charlotte craft breweries, a new gamified CRAFT BEER PASSPORT will let patrons explore their “brewery bucket list”. Guests can 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:



- Event Posters/Flyers will present a QR code that directs attendees to a website
 - The passport will be hosted on the CRVA website.
 - This is not App based, and free to the user.
- The User will scan the QR code and sign up for the Craft Beer Passport
 - Upon redemption, the user will receive an email and text that gives them access to the Passport.
- 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)
 - Users will be able to earn points to redeem for prizes from the CRVA:
 - Charlotte branded t-shirt
 - Complimentary Brew Badge pass
 - Points will be available during the whole month of October for users who check into breweries who have memberships with CRVA.
 - Additional points will be awarded for those who check into Anchor Events.
 - Additional prizes will be awarded during some Anchor Events that are coming from the Breweries.
 - Example: For each brewery crawl, if the user checks into at least 4 breweries they will be entered into a drawing to win additional prizes
 - The CRVA will be able to track the users and draw a winner for the crawls, so there is no additional work needed by the employees working the crawls.
- Marketing Support from CRVA:
 - 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.
- Marketing Support from Beer Week:
 - The CRVA provided QR code is on all event posters and the “Tap Into” poster.
 - This will lead customers to the Craft Beer Passport
 - The Craft Beer Passport will be promoted on beer week’s social media channels.
- Contacts: For any questions regarding the CRVA or the Craft Beer Passport:
 - Allison Soderberg: allison.Soderberg@crva.com

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
- [Check out the Participant Information section for downloaded assets.](#)
- 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](#)