

## Event Details

### Event Name

Battle of the Brews

### Event Date(s)

March 28<sup>th</sup>, 2015

### Event Description

Coming off the heels of our Club's most successful Battle of the Brews ever, next year's event will mark the 19<sup>th</sup> year of our annual fundraiser, which will be held on Saturday, March 28<sup>th</sup> at the Sonoma County Fairgrounds. A large-scale beer and food tasting format that attracted over 2275 guests this past spring from across the country, the event features craft beer from local and national breweries, dozens of local food vendors, demonstrations, raffles, and live music. Needless to say, Battle of the Brews has become Sonoma County's premier craft beer event. This is an annual fundraiser from which all proceeds go to help under-privileged and at-risk children in Santa Rosa. With your support, this event will be a continued resource for those in need within Santa Rosa, and we believe that your help with outside advertising will help the event gain the regional recognition that will continue to set Santa Rosa apart from other craft beer-centric areas.

Here is how the two parts of the event happen. From 1pm to 4pm we host the VIP part of the event, which we call the Craft Cup. During this time, Craft Cup ticket holders enjoy a more leisurely tasting experience and are able to converse with the brewery representatives and brewers alike. To compliment the Craft Cup portion of the event, VIP ticket holders can simultaneously enjoy gourmet sandwiches from 20 different restaurants as part of what we call our 'Wich Hunt. To add a little bit of competition, patrons they are encouraged to vote for their favorite beer entries, as well as their favorite gourmet sandwich samples—the winners of which are announced during the Main Event!

Doors open to the Main Event Ticket Holders at 4pm, and it continues right where the Craft Cup and 'Wich Hunt left off. During the Main Event food vendors and brewery vendors are shoulder to shoulder, we strike up the music, and the patrons sample the afternoon away. The Main Event beer taps are shut off at 7pm, and we ask that all the patrons make their way outside by 8pm.

One more thing—aside from the patrons voting on which beers and foods were their favorites, we also have one other very important competition going on behind the scenes. It is a commercial beer competition with BJCP-certified judges grading each entry. The competition is broken down into distinct beer categories, and winners of both the commercial beer competition, as well as the homebrew competition, receive a highly customized and coveted trophy, as well as announcement during the Main Event, in print media, social media, and on our website.

And if our description of the event isn't enough, below are links of the *Press Democrat's* coverage before and after the 2014 event, and a comprehensive review from *Brewed for Thought*.

<http://www.pressdemocrat.com/news/1859887-181/battle-of-the-brews-expects>

<http://www.pressdemocrat.com/news/1859933-181/battle-of-the-brews-finds>

<http://www.brewedforthought.com/?p=6477>

### Is this a new or returning event?

It is an event returning for its 19<sup>th</sup> year in a row.

### Contact Name, Phone, Email & Mailing Address

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**Legally Responsible Organization**

The Active 20-30 Club #50 of Santa Rosa

**Total Event Cost**

Approximately \$40,000

**Amount Requested**

\$10,000

**How Will Funds from SRTBIA Be Used**

Last year, we were granted \$5000 of SRTBIA funding, with which we focused on targeted marketing efforts in the Bay Area (San Francisco, San Jose, Oakland, and the many communities in between). After receiving word of the grant, we also spent close to a month researching the most effective methods of targeted advertising, and this base of knowledge and contacts will provide a great starting point for an even earlier start this year.

Building on last year's success, we would like to expand our reach to not only the Bay Area, but also Sacramento. We propose using \$6k for the Bay Area market, and \$4k for Sacramento. We will use these funds to advertise to our Craft Cup target demographic through print media, radio, posters, conferences, trade shows, and other craft beer events. We will likely continue targeted advertising on Pandora, Spotify, or other online music outlets, but we also established great connections with the marketing director at KGO 810. We would like to sponsor the Capital Beer festival in Sacramento, as well as the Bay Area Brew Festival in January. We also have a connection that could help facilitate billboard advertising along several major highways in the Bay Area through Sacramento. Additionally, we would like to purchase advertisements in *The Beer Connoisseur*, and *Beer Magazine*, which should further extend our reach nationally, and we would like to print posters for our event to be displayed throughout Bay Area and Sacramento venues during their "Beer Weeks" in at the beginning of February and March, respectively.

**General Event Information (Please answer all questions fully)**

**How many room nights will the event generate?**

We estimate that there will be 100 out of town guests that stay for one night only, generating 50 room nights. We also estimate that there will be 60 out of town guests for two nights, generating an additional 60 room nights. This brings a total estimate of 110 room nights.

**Who is the target audience for this event? What is the anticipated attendance?**

Our event is interesting in the sense that at this point in its 19 year history, it is really two events. From 1pm to 4pm we host the VIP part of the event, which we call the Craft Cup. The target audience of the VIP Craft Cup portion of the event is the intelligent beer drinker with a discerning taste for quality, a respect for proper technique, and strong desire to follow his or her passion. This beer drinker has a bit more disposable income than the Main Event ticket purchaser, and has chosen to be here to get the full sense of what the Craft Cup half of the event offers: close contact with brewmasters, homebrewers, gourmet chefs, and some of the best Craft Beers in California, in a setting that allows for thoughtful, leisurely tasting. Anticipated attendance for the Craft Cup half of the event is 600-700.

From 4pm to 8pm is the Main Event. The target audience for the Main Event is the social 25 to 35 year old who wants to enjoy an afternoon with friends, a great selection of beers and food samples, effervescent live music, and then follow it all up with an evening spent in Downtown Santa Rosa. Anticipated attendance for the Main Event half of the day is 1500.

**If this is an existing event, how many room nights has it produced in the past and what hotels were used?**

With the first year of SRTBIA support, our event generated at least 48 room nights, with the Flamingo Hotel drawing the largest number of guests.

**Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?**

We have not.

**If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?**

Yes we would be happy to.

**Describe the event's capacity to incubate (Can the event grow over the years?). What kind of room night growth do you anticipate over the years?**

To refer back to what was stated earlier about this being two events, the Craft Cup and the Main Event, packaged into one, we definitely believe that one part of it will grow in a major way: the Craft Cup portion of the event will be the future of the Battle of the Brews.

We recognize that beer events are trending right now, and new large and small events are popping up around the area every month. With that in mind, we've made it our priority to offer an event with a focus on craft beer, gourmet food, and an atmosphere inclusive of only things beer and cider. It is our hope that the discerning patron will recognize that, while each of the many events has its set of fun and interesting aspects, this is the event for the true aficionado of all things craft beer.

That being said, we are doing everything in our power to raise awareness of the Craft Cup. With three years of experience, we believe that we have the event itself tuned up and where we want it to be. The foundation was built three years ago, and were able to show it off last year to more than 600 patrons in what we feel was truly our official "unveiling" of the event. The word is out now, and this year's strategy is to continue to build awareness, and to capitalize on the momentum gained during Craft Cup 2014.

And we believe that as attendees of the Craft Cup experience the type of event that we have tailored to their every food and craft beer desire, they will not just be back year after year, they will spread the word. In fact, the plan in the next one to two years is to have the Craft Cup portion of the event eclipse the Main Event; that is, have the front end event attract more paying attendees than the latter. As more and more Craft Cup patrons recognize the quality of this event, we believe that the latter half that we have called the Main Event for all these years will flare out. The Battle of the Brews will no longer be the event that only locals attend for an afternoon of beer and music, it will be the region's premier craft beer event that draws the traveling beer taster to Santa Rosa from far outside the local area.

**How does this event support or re-affirm Santa Rosa's brand?**

Santa Rosa, and on a greater scale Sonoma County, is a craft beer Mecca. As witnessed by all who attended the Economic Development Board Beer, Cider, and Spirits Conference last November, California leads the nation in craft beer-centric activity. And rarely can it be seen more plainly than here in Sonoma County where craft brew generated \$123 million for the county economy in 2012, \$2.4 million of that being from the two week release of Pliny the Younger.

Santa Rosa's brand as it pertains to the blossoming industry of craft beer is reaffirmed in that people remember that this city is where great beer can be found: it is made here; it can be enjoyed in most every establishment here; *this is where to come* to enjoy great beer. What we are capitalizing on is that great beer is a conversation starter, it's a reason to gather. People seem to love talking about it, debating it, pondering it. Our event seeks to promote that conversation through the battle that is the Craft Cup Competition and the People's Choice Awards. People remember Santa Rosa's unparalleled Battle of the Brews not simply as another event where they can drink beer, but an event at which great beer is deliberated upon, it is voted on, it is chosen. Sonoma County is where the next great beer will be created; and as the Battle of the Brews patrons taste and vote and discuss alongside homebrewers and brewmasters alike, they are helping determine what that next great beer will be.

**Describe the community support for this event. Include financial and in-kind support.**

This event is one of three major events that the Active 20-30 Club #50 of Santa Rosa puts on to raise funding for programs supporting underprivileged children in Sonoma County. Because giving all proceeds back to local children is the absolute goal of each of the three events, businesses in the community have come to embrace the Club and its events and make generous donations to ensure the success of each one.

Monetary sponsorships ranging from \$500 to \$5000 are given by businesses such as (in alphabetical order): Argent Bank, Coddling, Eagle Distributing, Exchange Bank, George Petersen Insurance, Hermosillo Group, the Law Offices of Brian J Noble, and Lagunitas Brewery, to name a few.

In-kind donations such as webpage design, posters, paper tickets, and creative marketing come from LINK Creative and Advantage Printing.

But probably the most important community support comes from the breweries and restaurants that participate in the event. For six straight hours there will be craft beers, beers provided by individual brewers, beers provided by major distributors like Mesa and Eagle, beers of every type that they make provided by the likes of Lagunitas and Third Street Ale Works. On top of that there is a gourmet sandwich competition with local chefs competing right in the center of the hall, creating delicacies for all the Craft Cup patrons, and after that there is all-you-can-sample food provided by more than a dozen local restaurants. Without the overwhelming support of the local businesses, this event would not happen. Thankfully, all of them value this event very highly, and the rate of return to participate in the event year after year is excellent.

### **How will this event be funded in the future?**

Presently, the Battle of the Brews is working efficiently as a locally recognized event that raises funding for charities and organizations within our community. It seems to be able to draw patrons between the ages of 25-35 to the Main Event each year, and with an 18 year history, we're confident that it will maintain its viability as a quality, fun, and financially stable event.

But with your help last year and hopefully this year, we intend to put into action a plan that takes this 18 year old event to the next level. From historical data, we already know what we can achieve by bringing in local patrons. Now we are at that critical point where we have an opportunity, and a predictable benefit, to expanding our horizons and bringing in those traveling patrons, which is the key to us getting to that next level.

In order to do that, we need to bring in that customer with moderately greater expendable income from outside the area, and have that person see what we have built in the Craft Cup event. We know that when those customers come in from out of town, they are paying a little bit more by purchasing the VIP ticket to get the full experience. And then they're taking their experience back with them to share it with others in their own geographical areas. Our long term goal is to have return customers traveling to the Craft Cup VIP portion of our event from the greater Bay Area, Sacramento, and beyond for years to come. This year with your help, we hope to draw their attention to it, and strengthen that trend.

### **Describe the marketing plan for the event. What type of exposure will Santa Rosa get?**

Our intention is to build an event right here in Santa Rosa that people come to recognize as *the* #1 craft beer event in Northern California (if not beyond). Santa Rosa is as integral a part of Battle of the Brews as the beer is; through print media, Facebook and social media, and on our banners, billboards, and displays we constantly refer to the fact that Santa Rosa is the epicenter of amazing breweries and restaurants, and is the perfect place in which to convene for an event that focuses on just that.

Our goal is to reach our target market in the greater Bay Area and Sacramento through media outlets that discuss beer and gourmet food, through billboard and banner advertising, through radio and music player outlets that we built relationships with last year, and with a "boots-on-the-ground" effort of hosting our own booth other beer events outside the area. A continued effort will be made to advertise via Facebook and Twitter. On Facebook there is both a Group page and an Event page, and the event itself has a Twitter page and a Twitter handle. These pages are where updates to the event are posted, as well as ticket coupon codes and announcements regarding breweries and food vendors.

Ultimately, our big picture marketing effort is to tie together all of the region's winter time beer events and help people recognize the cumulative product as a "Beer Season." The numbers are in for how much revenue craft beer generates in our area, and that is because people come from far and wide to visit Santa Rosa. Through a coordinated effort working with local community businesses, we hope that people will come to realize the Santa Rosa Beer Season doesn't just begin in February, it culminates sixty

days later with Battle of the Brews. In time, we hope that people will come to know that when there is a beer event in Santa Rosa, it is worth traveling to.

The type of exposure that Santa Rosa gets is that as always, people remember that this is where great beer can be found. It is made here; it can be enjoyed in most every establishment here; Santa Rosa is where to come to enjoy great beer.