



We appreciate your  
consideration of  
our event.

RateBeer is widely recognized as the most accurate and \* most-visited source for beer information with over a million unique visitors every month. We are an independent worldwide site for craft beer enthusiasts and are dedicated to serving the entire craft beer community through beer education, promotion and outreach.

Since May 2000, Joseph Tucker created RateBeer which has remained an active forum for beer lovers to come together and share opinions of beers, and beer retailers in a free environment. Established and maintained by dedicated volunteers, RateBeer has become the premier resource for consumer-driven beer ratings, features on beer culture and industry events, weekly beer-related editorials, and an internationally recognized, annual RateBeer Best competition. A vibrant community of hundreds of thousands of members from more than 100 countries who have rated over hundreds of different beers around the world. Our mission is to provide independent, unbiased, consumer-driven information about beer and breweries and to enhance the image and worldwide appreciation of beer.

We are now taking the next step by taking the RateBeer Top 100 Beers in the World Competition for 2016 and adding two live events in Santa Rosa. The RateBeer Best Awards and Beer Festival will be held on January 30<sup>th</sup> and 31<sup>st</sup> with the VIP Awards Ceremony being held on the 30<sup>th</sup> at the Hyatt and the Main Event to held in one of three locations in Santa Rosa (still negotiating). The Awards ceremony will be a worldwide broadcast live with 500 VIP guests including brewers from around the United States and the World to receive their awards. The main event will host 1500 guests for four hours, which will feature the best beers and food.

Event Information Sheet

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

We are contracting with the Hyatt for a minimum of 110 room nights in our first year. We will also be working with the Flamingo and other local Hotels for room rates for the event.

**Who is the target audience for this event?**

Beer enthusiasts around the world. Males 35 to 55 with disposable income and beer travelers.

**What is the anticipated attendance?**

This year our Friday VIP Event will host 500 invited guests and our Saturday event will host 1500

**Attendees?**

We expect a greater portion of our guests to reside outside the bay area

**What is the history of this event?**

The RateBeer Top 100 Beer Awards was created in 2000 with the idea to give world wide beer enthusiasts the opportunity to vote for their favorite beers and to have their brewers honored for their hard work and dedication to craft beers. This live event was brought together by a chance meeting at SF Beer Week Gala. Peter Lopez Press Democrat Beer blogger, President of Sonoma County Beer Geeks and producer of the Beer Geeks Beer Festival and Ready Set Growl Beer Festival, Joseph Tucker president of Rate Beer, Edger producer of the Beer Geeks Beer Festival and Beer Guru, Brad and Kim Link from the Visitors Bureau, Mark LaGris producer of the 13<sup>th</sup> Russian River Beer Revival, 2<sup>nd</sup> Ready Set Growl Beer Festival, Chili & Wheels and a 20 year veteran of producing events. The idea spawned to produce a live version of the RateBeer awards ceremony and beer festival event that would showcase Santa Rosa and Sonoma County as a Beer Destination by showcasing our local brewery tourism and by bringing in breweries from around world.

**Event Growth Potential**

The event growth potential of this event will only be limited by the event space capacity that we can locate. We expect to outgrow the local event spaces by our 3<sup>rd</sup> year,

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

By hosting this event in Santa Rosa in coordination with SF Beer Week and the Pliny release we will be able to capitalize on Santa Rosa as a beer tourism destination. With the RateBeer name and following we will be able to draw nationally and globally by creating this unique event. We will also be showcasing Sonoma County by offering Wine/Cheese Tours, Brewery Tours, Coastal Oyster and Beers Tours, Hiking and Biking Tours that we are setting up with local companies.

**Describe the community support for this event.**

As we are a new event we are currently creating that support. Currently we have all the local breweries, tourism group, local media and event host locations. We intend to have a more extensive list of supporters in the

coming months. We have contacted Alaska Airlines, Great Western Malt Co, Breiss Malt Co, Mesa Beverage, Eagle Distributing and White Labs Yeast.

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

This event will be fully funded by ticket sales and sponsorships with proceeds from the event to benefit Ale's for Autism.

### **Describe the marketing plan for the event.**

#### **Local**

We are working with the Press Democrat, North Bay Bohemian and other print outlets to advertise and get articles written. Talk about event on KSRO Drive with Steve Jaxson Beer Segment hosted by Jo Tucker and Herlinda Heras, Have a presence at the 7 local beer festivals between now Jan 30<sup>th</sup>. Working with Brad Kahn on a comprehensive radio advertising campaign with cross promotions with other companies. Our local bottle shops and breweries will display our posters and invites.

#### **Regional**

Working with San Francisco Chronicle, 23 regional festivals which we will have a presence at, using our network at the Craft Brewers Association. Social Media will be a large part of our regional marketing with Facebook, twitter, instagram, flicker and vine all being utilized

#### **National/ International**

RateBeer web site with over a million unique visitors, Great American Beer Festival in Denver Co. having a booth space at the three-day event that hosts over 30,000 guests. Celebrator Magazine 55,000 issues per month throughout the US and Canada. Advertising and articles in The New Brewer, Beeradvocate, Brewing News and Draft Magazines. Traveling to Seattle, Portland and San Diego because of their great beer culture and flights directly to Santa Rosa. Will be in Chicago and New York from May 24 to June 2<sup>nd</sup> promoting event. Also looking at attending a festival in Europe and three others in the United States that would best promote our event.

### **What type of exposure will Santa Rosa get?**

By creating a working relationship and marketing campaign to cross promote our international event between the City of Santa Rosa, Visitors

Bureau, Hotels, Event Spaces and businesses the exposure will only be limited by our connections, creativity and of course money.

**How much are we requesting?**

We are requesting \$17,500 all of which will be spent on marketing and advertising the two-day RateBeer Awards & Beer Festival and our partners.

**Legally Responsible Organization?**

RateBeer and our Non-Profit will be the legally responsible organizations for this event.

**Total Event Costs?**

Estimated cost for event \$71,720.00 as we are still in negotiation with event locations and actively seeking sponsors this amount will be adjusted accordingly

**Event Producers**

Joseph Tucker [joet@ratebeer.com](mailto:joet@ratebeer.com)

Peter Lopez [peterlopezjr1@yahoo.com](mailto:peterlopezjr1@yahoo.com)

Edger Delgado [lakers707@gmail.com](mailto:lakers707@gmail.com)

Mark LaGris [fatdoggproductions@yahoo.com](mailto:fatdoggproductions@yahoo.com)

10688 River Rd Forestville CA 95436

707 217-5726