

Event Details

Event Name

Battle of the Brews

Event Date(s)

April 9th, 2016

Event Description

After a sellout crowd at last year's Battle of the Brews, the Active 20-30 Club of Santa Rosa is gearing up for its 20th annual fundraising event, which will be held on Saturday, April 9, 2016 at the Sonoma County Fairgrounds. A large-scale beer and food tasting event that attracted over 2,300 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. Over the years, Battle of the Brews has evolved to become Sonoma County's premier craft beer event, and all proceeds from this flagship fundraising event goes to help under-privileged and at-risk youth in the Santa Rosa area. 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 beer-centric events in the Bay Area.

The event is broken up into two parts. From 1pm to 4pm, the VIP Craft Cup provides attendees with an enjoyable and leisurely tasting experience and allows guests to converse with brewery representatives and brewers alike. To compliment the Craft Cup portion of the event, VIP ticket holders can simultaneously enjoy gourmet sandwiches from more than a dozen different local restaurants such as John Ash & Co. as part of the 'Wich Hunt Competition. Patrons are encouraged to vote for their favorite gourmet sandwiches while doing the same for the craft beers—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 with live music playing in the background. The Main Event beer taps are shut off at 7pm, and we ask that all the patrons make their way outside by 8pm.

Aside from patrons voting on which beers and foods were their favorites, there is another very important competition going on behind the scenes: 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 special recognition during the Main Event, in print media, social media, and on the Battle of the Brews website.

As a supplement to the background information above, below are links to recent coverage by *The Press Democrat's* along with a comprehensive review from beer blog *Brewed for Thought*.

<http://www.pressdemocrat.com/lifestyle/3724400-181/battle-of-the-brews-draws>

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

Is this a new or returning event?

It is an event returning for its 20th year in a row.

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Legally Responsible Organization

The Active 20-30 Club of Santa Rosa #50

Total Event Cost

Approximately \$40,000

Amount Requested

\$10,000

How Will Funds from SRTBIA Be Used

Last year, we were granted \$5,000 of SRTBIA funding, which enabled the event committee to focus on an expanded, targeted marketing effort in the greater Bay Area (including San Francisco, the Peninsula, the East Bay and South Bay) and the Sacramento metropolitan area.

Building on last year's success, we would like to expand our reach in both the Bay Area and Sacramento. We propose using \$6,000 for the Bay Area market, and \$4,000 for the Sacramento market. We will use these funds to advertise to target demographic through print media, radio, social media, posters, conferences, trade shows, and other craft beer events. We will likely continue targeted advertising on Pandora, Spotify, or other online music outlets, as well as building on connections we made with the marketing director of local radio stations. We would like to again 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*, *Rate Beer* and *Beer Magazine*, which should further extend our reach nationally. We plan to print posters and post cards for our event to be displayed throughout the Bay Area and Sacramento venues during their "Beer Weeks" in at the beginning of February and March, respectively.

We believe the SRTBIA funds will effectively broaden our reach into these target markets, and the funds received by SRTBIA will pay dividends to the local economy by filling local hotels and generating hotel bed taxes, visiting local restaurants and shopping at locally-owned shops, all of which provide an economic benefit to the City of Santa Rosa and area businesses.

General Event Information (Please answer all questions fully)

How many room nights will the event generate?

With what we have learned from our marketing efforts the past two years, the saturation we have managed to gain, and the increase in SRTBIA funds, we estimate the number of room nights to be between 150 and 200 nights.

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

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 a 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 700-800.

From 4pm to 8pm is the Main Event. The target audience for the Main Event is the social 25 years of age and older who want 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 2,000+ people.

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

Based on the 209 tickets purchased online by attendees that lived 100+ outside of the area, we estimate at least 70%, or 146 of them stayed at a hotel. That does not include the responsible attendees who lived within that radius and purchased a hotel room.

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 at this time.

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?

Absolutely! We would not do it any other way.

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 likely 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 several years ago, and we were able to show it off last year to more than 700 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 past Craft Cup experiences.

We also believe that as attendees of the Craft Cup, they experience the type of event that we have tailored to in their every food and craft beer desire, so they will not just be back year after year, but also 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. 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 Sonoma County Economic Development Board's 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 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): Codding, 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 19 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 19 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, radio 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 outlets that we built relationships with last year, and with a "boots-on-the-ground" effort of hosting our own booth at other beer events outside the area. A continued effort will be made to advertise via social media. 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.