



## *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 in our second year by taking the RateBeer Best Top 100 Beers in the World Competition for 2017 and adding more breakout events in Santa Rosa. The RateBeer Best Awards and Beer Festival will be held on January 28<sup>th</sup> and 29<sup>st</sup> with the VIP Awards Ceremony being held on the 28<sup>th</sup> at the Hyatt and the Main Event to held in Kaiser Air Hangers January 29<sup>th</sup>. The Awards ceremony will be broadcast worldwide with 500 VIP guests including brewers from the United States and around the World to receive their awards. The main event will host 2000 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 again contracting with the Hyatt for a minimum of 200 room nights and with the Marriott for our overflow.

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

Beer enthusiasts around the world. Women and Men 35 to 65 with disposable income and beer travelers. Last year we had 1600 guests attend our event with 1360 from outside the area.

### **What is the anticipated attendance?**

This year our Saturday VIP Event will host 500 + invited guests and our Sunday event will host 2000

### **Attendees?**

We expect a greater portion of our guests to reside outside the bay area as our numbers show from last year.

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

The Rate Beer Awards Banquet and Festival was a success in its first year which is always a challenge. We were able to attain all of the following goals ... Sold out Awards Banquet, Over 1600 at Festival, Great reviews for both events, Over 60 media in attendance and great coverage after the event, Sponsors extremely happy and wanting to participate next year, Potential sponsors on site to experience the event now interested in participating, Over 200 nights in Hotels, over \$30,000 spent with chamber members, three breakout events at local breweries and restaurants. Recognition and money for our non-profit Ales for Autism. As with any event you learn from them and most changes will be from a behind the scenes production side to streamline. Biggest goal is to get a Title Sponsor .

### **Event Growth Potential**

The event growth potential of this event will only be limited by the event space capacity that we can locate. We are expecting over 2000 in attendance this year with pre-sale tickets already being sold.

**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 Russian River Pliny release we were able to capitalize on Santa Rosa as a beer tourism destination. With the support of all our local Breweries, the 40 top 100 Breweries in the world, Santa Rosa Visitors Bureau and Santa Rosa Chamber Businesses the RateBeer Event drew national and global coverage .

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

Currently we have all of our local breweries, Visit Santa Rosa, Hyatt and Marriott Hotels, Kaiser Air, AJ Printing, Costco, On Tap Beer Tours, ATL Events, Rate Beer, Beer Geeks, Ale's for Autism (our non-profit), Beer Craft, Brew, Beer Barron , Rincon Valley Tap Room, Healdsburg Emporium, Taps Beer Co., Draft Magazine, Celebrator Magazine, all of our local radio stations and are continuing to build our support.

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

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

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

**Local**

Two weeks out we will be running ads on all local radio stations  
Print Advertising in Press Democrat  
Weekly Promos at all our local Breweries and Tap Rooms on every Wed.  
leading up to event starting three month out.

**Regional**

Posters and Coasters sent out to all our local , regional , national and international breweries and Tap Rooms attending.  
Attending all 23 local and regional Beer Festivals promoting event  
Beer Geeks Face Book Page  
Working with the Crafts Brewers Association on there web site

### **National/International**

Print Advertising in Celebrator Magazine, West Coaster, Southwest Brewing, Northwest Brewing , Draft magazine.

Contacting Sunset Magazine to get a feature Article

Rate Beer Appearances at key beer festivals in Denver, Portland, Seattle and San Diego, beer centric radio shows and pod casts around the country.

Rate Beer Web Site and Facebook page with over a million unique visitors

Contacting New York Times Beer Writer to Attend

Working on appearances in Europe and South America

### **Legally Responsible Organization?**

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

### **Sponsorship Proposal**

We are proposing a sponsorship of \$22,500 . We would like to increase our presence at Beer Festivals and Media outside the state of California.

By partnering with Visit Santa Rosa we can attend these events and feature not only our festival but Santa Rosa as a destination.

### **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**