

LOUISVILLE BEER WEEK

October 21 - 30

Theme: “Celebrating Five Years of Beers”

Consumer Message: *“Five Years Ago a bunch of Louisville breweries got together to create a week to celebrate our city’s robust and evolving craft beer community. This year we are taking a look at how far we’ve come and all the great beer yet to come.”*

Brewery Checklist (To-Dos): **DEADLINE 9/30**

- Sign-up for Louisville Beer Fest Kickoff event, (SB-11 @ GAC)**
(Sign-up online or by emailing Info@LouisvilleAleTrail.com and let us know you’d like to participate.)
- Submit your events.**
(Submit events online. All breweries can list their Collab release, sponsoring breweries may list 2 additional events. *Sponsorship is included for LAT Supporting Partners.)
- Submit your Collab Beer Info.**
(Submit info online.)
- Submit your Power Pose / Register for Filming Slot.**
(Submit info online.)

All Links to submit can be found at
LouisvilleAleTrail.com/BuildBeerWeek

Community Events:

Louisville Beer Festival (**REGISTER BY 9/30**) - Friday, October 21st @ German American Club

“From Stave to Glass” Barrel Panel - Tuesday, October 25th @ Bourbon’s Bistro

Women in Beer Panel with Pink Boots KY - Thursday, October 27th @ Logan St. Market

Sponsorship: Sign-up online or email info@LouisvilleAleTrail.com *Sponsorship is included for LAT Supporting Partners

Pro Bono: (included free for all breweries)

- Participation in Collab Program
- Invitation to Louisville Beer Fest
- Collab release event on Official Calendar

Sponsorship Benefits: (\$300)

- Logo on Official LBW Poster
- Logo on Webpage and Online Calendar
- (2) Additional Events on Official Calendar
- Logo on All Digital Media
- Thank You Post across LWB Social Network