



Alaska. Yes, in January.  
10 Days. Craft Beer.  
Brave the Cold.  
Revere the Beer.

## SPONSORSHIP OPPORTUNITIES

Many cities host “beer weeks”—Denver, Seattle, Portland, Boston and San Francisco to name a few. In 2011 it became evident that Alaska—not just Anchorage, due to logistics as well as brewer community spirit—designate a 10-day beer week to celebrate and support CRAFT BEER. With more and more Alaskans and Outsiders coming to Anchorage for the Great Alaska Beer and Barley Wine Festival (GABBF) every January, AK Beer Week was created in 2011 with GABBF as its anchor event.

2018 marks the 24<sup>th</sup> Anniversary for Aurora Productions’ Great Beer and Barley Wine Festival in Anchorage. Held on the third weekend in January each year, this festival has experienced extraordinary growth in terms of beer and brewer representation and fest-goer attendance.

This year’s sessions are FRI JAN 19 6–10 PM; SAT JAN 20 2–5 PM; and SAT JAN 20 6–10 PM. While the first and last sessions offer over 200 amazing beers from about 70 brewers, Saturday’s afternoon Connoisseurs Session also gives aficionados more face-to-face time with brewers, brewery owners and sales representatives. The higher Connoisseurs Session ticket price is additionally justified by the pouring of extra special and rare beers and the announcement of winners of the barley wine competition. The Saturday afternoon Connoisseurs Session definitely creates the complete “beer geek” experience. Make sure to check out the “Alaska aisle” on the west side of the Egan Center – many of these brewers trek from across the state to share their limited wares in Anchorage in January.

For info on GABBF, please contact Julie Erickson at 907.562.9911 or [julie@auroraproductions.net](mailto:julie@auroraproductions.net).  
For festival tickets, visit <http://auroraproductions.net>.

Now in its 8<sup>th</sup> year, AK Beer Week runs FRI JAN 12 thru SUN JAN 21 in 2018 with a kickoff party at Williwaw on THU JAN 11. The [akbeerweek.com](http://akbeerweek.com) EVENTS calendar is a magnet for all craft beer-related events and specials during this 10-day period. There will also be a social media blitz leading up to and through AK Beer Week on FaceBook, Twitter and Instagram. [akbeerweek.com](http://akbeerweek.com) is “the place” for beer fans to get the info they need to plan out their 10 days of craft beer experiences.

LIKE AK Beer Week on Facebook – [facebook.com/akbeerweek](https://facebook.com/akbeerweek)  
FOLLOW akbeerweek on Twitter – [twitter.com/akbeerweek](https://twitter.com/akbeerweek)  
...and FOLLOW AKbeerweek on Instagram – [instagram.com/AKbeerweek](https://instagram.com/AKbeerweek)

For more info on AK Beer Week, please contact La Femme de Beer (Barb Miller) at 907.230-4161 or [barb@akbeerweek.com](mailto:barb@akbeerweek.com).  
\* SPONSORSHIP RATE DISCOUNT: 10% discount if paid by DEC 31. Event/special details accepted thru JAN 12 but early entry = more exposure.

## EVENTS

*Please see Event Submissions Guide for more information but here are the basics:*

AK Beer Week events must promote and embody the spirit of craft beer, which is quality beer that celebrates small, independent brewers from the US and abroad that embrace traditional techniques or pioneering spirit. Every event should incorporate cultural, educational, culinary or recreational activity contexts while keeping craft beer as the focus of the event. And, remember, craft beer is BEER...and BEER is fun!

From traditional beer dinners to tap takeovers, special keg tappings, new brew debuts, cellar beer tastings, vertical beer flights, beer & chocolate/cupcake/charcuterie/cheese pairings and “meet the brewer” gatherings, the ways to experience craft beer in Alaska is radically expanding.

Events must be approved by AK Beer Week. Approval will be granted to events that meet legal requirements; promote responsible consumption; are not based largely on discounts or freebies; add dimension to a venue’s repertoire; and represent the true spirit of craft beer and the craft beer industry.

## SPONSORSHIP TYPES

### CRAFT BEER EVENT \$50\*

*Any single craft beer-focused event (one date, specific time); invoiced to event venue*

Single EVENT posting on [akbeerweek.com](http://akbeerweek.com) calendar with link to venue’s website (or event pdf)

POSTS (and SHARES) on [facebook.com/akbeerweek](https://facebook.com/akbeerweek) about event

(re)TWEETS on [twitter.com/akbeerweek](https://twitter.com/akbeerweek) about event

POSTS on [instagram.com/AKbeerweek](https://instagram.com/AKbeerweek) about event

hashtags: #akbeerweek #akcraftbeer

### MULITPLE EVENTS \$200\*

*Four or more craft beer-focused events at one venue during the 10-day period; invoiced to event venue*

Multiple EVENT postings on [akbeerweek.com](http://akbeerweek.com) calendar with links to venue’s website (or event pdf)

POSTS (and SHARES) on [facebook.com/akbeerweek](https://facebook.com/akbeerweek) about events

(re)TWEETS on [twitter.com/akbeerweek](https://twitter.com/akbeerweek) about events

POSTS on [instagram.com/AKbeerweek](https://instagram.com/AKbeerweek) about events

hashtags: #akbeerweek #akcraftbeer

### CRAFT BEER SPECIAL \$50\*

*Any single craft beer special that is run for up to the entire 10-day period – like a craft beer and food pairing or a special goblet pour or beer flight or strong beer cocktail or “deal of the day/week”; invoiced to the venue running the special*

Single or multiple-day postings of same special on [akbeerweek.com](http://akbeerweek.com) calendar with link to venue’s website (or pdf)

POSTS (and SHARES) on [facebook.com/akbeerweek](https://facebook.com/akbeerweek) about special

(re)TWEETS on [twitter.com/akbeerweek](https://twitter.com/akbeerweek) about special

POSTS on [instagram.com/AKbeerweek](https://instagram.com/AKbeerweek) about special

hashtags: #akbeerweek #akcraftbeer

### CRAFT BEER SUPPORTER \$300\*

*Companies and Organizations with ties to craft beer (but are not brewers, brewpubs, bars, restaurants, bottle shops)*

LOGO with link to sponsor's web site (or social media site) on [akbeerweek.com](http://akbeerweek.com) SPONSOR page

For more info on AK Beer Week, please contact La Femme de Beer (Barb Miller) at 907.230-4161 or [barb@akbeerweek.com](mailto:barb@akbeerweek.com).

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## **ALL SOCIAL MEDIA and INTERNET POSTINGS**

All along your journey, share your best craft beer experiences with us by using @akbeerweek, #akbeerweek and links back to akbeerweek.com. We like to see behind-the-scenes preparations, event doings, artsy glasses of beer (beer porn) with or without food pairings, and enthusiastic, informative descriptions of all.

## **BEING GREEN**

Green Star Alaska came on board a few years ago to help facilitate a “greener” AK Beer Week. We are working together to get even more events to recycle aluminum, plastic, glass, cardboard and mixed paper. Green Star can provide recycle bins for events. Just coordinate with Green Star directly. And while we are promoting environmentally-conscious aspects during AK Beer Week, we hope that you will incorporate some of these ideas on a regular and long-term basis.

For more info, please visit: <http://www.akforum.com/green-star/green-events/>

If interested, contact Doug Huntman at [dhuntman@akforum.org](mailto:dhuntman@akforum.org) or 907-331-0271 ext 4.

For “green” catering/food-safe products, please check out: <https://www.greenalaskasolutions.com/>.

## **BEER IT FORWARD**

The Beer It Forward campaign is not new but is growing across the nation. It advocates craft beer supporters doing good for other craft beer supporters in the same way that craft brewers exemplify this ideal every day in their communities. Craft brewers give back by donating beer, merchandise or portions of proceeds to local non-profit organizations; by cross-promoting other local businesses; and by rallying up support for disaster relief.

Some breweries, brewpubs, bars and restaurants now have Beer It Forward boards to make it easy to for guests to pay for another’s beer. There are many ways to handle this concept in different venues. If your venue allows Beer It Forward transactions, please email [barb@akbeerweek.com](mailto:barb@akbeerweek.com) with the details, which will be posted on akbeerweek.com for FREE.

hashtags: #beeritforward #akbeeritforward

## **COLLABORATION BEERS**

Collaboration beers are a great way to emphasize local craft, local ingredients, local vibe. Usually brewers team up to create special beers that have meanings to the brewers involved. But collaborations can also be created between brewers and chefs; brewers and artists; brewers and farmers; etc. Ideally, there will be a list of venues serving up AK collaboration beers posted on each day of the akbeerweek.com EVENTS calendar.

hashtags: #akbeerweek #akcraftbeer #akcollaborationbeers

## **STRONG BEER COCKTAILS**

Strong beer cocktails are cocktails made with beer and distilled spirits. AK Beer Week’s focus is craft beer but AK distillers can also get involved by creating special cocktails that incorporate AK craft beer. If your distillery has created strong beer cocktails that feature AK craft beer, please consider becoming a sponsor to get your details on the EVENTS calendar. Ideally, there will be a list of venues serving up AK strong beer cocktails posted on each day of the akbeerweek.com EVENTS calendar.

hashtags: #akbeerweek #akcraftbeer #akcraftdistillers #strongbeercocktails

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