



# Arizona Society of Homebrewers

2019 Partnership Opportunities



# What is ASH?

An Arizona 501C(3) non-profit organization to:

Preserve and promote the time-honored tradition of homebrewing,  
and to recognize it as a true art form through information,  
education and dedicated practice



250 + active  
dues-paying  
members



Over 1,000  
Facebook  
members



10 monthly  
public  
meetings



2 major  
competitions,  
3 Club-only  
competitions



3 club festivals



30+ BJCP beer  
judges



# How sponsorship benefits your business



Engage a local community  
of committed beer  
aficionados



Generate traffic and  
sales



Build Brand  
awareness

\$\$ Donations  
Tax Deductible



Promote your business  
with our loyal members





# ASH Sponsorship Opportunities



**One Available**  
**\$2,500/Year**



**Three Available**  
**\$1,000/Year**



**Fifteen Available**  
**\$500/Year**

## Community Engagement

- “Presented by” recognition of both major competitions
- First right of refusal to host major brewing competition, including catering contract\*
- 10 complementary ASH Membership

- Name in title sponsorship of one major competition or all three club-only competitions
- 4 complementary ASH Memberships

- Beer style “presented by” sponsorship at each major competition
- 2 complementary ASH Memberships

## Traffic & Sales

- Two ASH monthly meetings at your business\*
- One club happy hour social\*

- One ASH monthly meeting at your business\*
- One club happy hour social\*

## Brand Awareness

- Logo prominently displayed on 2019 membership cards
- Logo and branding on ASH website and all club printed materials and emails

- Logo displayed on 2019 membership cards
- Logo and branding on ASH website and Hot Break club newsletter

- Logo displayed on 2019 membership cards
- Logo and branding on ASH website

## Promote

- Monthly promotion postings to ASH Facebook page

- Monthly promotion postings to ASH Facebook page

- Monthly promotion postings to ASH Facebook page

\* - Licensed establishments require special approval by DLLC; ASH leadership will work with you to securing approval





# Other ASH partnership opportunities



## BrewOut Sponsorship \$200

- Host ASH members for a brewing demonstration at your business
- Typically 3-4 different brew types are done representing a variety of styles and brewing methods
- A great way to bring excitement to your brewing supplies shop or brewery on special occasions



## Food Sponsor \$ Varies

- Partner with ASH to provide food for our events
- Brand and logo visibility during event promotion and at event
- Opportunity to pass out menus or flyers to attendees



## ASH Member Discounts No Fee

- Encourage ASH member patronage by participating in our ASH Member Discounts program.
- Set up a discount that works for you!
  - Product discounts
  - Beer and food discounts
  - Other

---

## Prize Package Donations No Fee

- Get a live plug for your business and “donated by” recognition by providing goods or gift certificates for ASH door prizes, competition prize packages and fundraising raffles.

