



Nebraska Craft Brewers Guild Allied Trade Partner Membership Benefits

Updated 2/21/24

Member Access

Membership in the Nebraska Craft Brewers Guild offers your organization access to our brewery and cidery members through contact lists, networking events, and educational and marketing opportunities

Industry Support

Your membership in the Nebraska Craft Brewers Guild provides support of our work to promote and protect the craft brewing industry. You are an integral part of our vision to facilitate collaborative industry engagement that increases independent Nebraska brewing market share. Through legislative and lobbying efforts, educational opportunities, and marketing of the industry, we strive to make Nebraska a hospitable place to own and operate a craft brewery or cidery.

In recent years, the Guild has been influential in the following:

- **LB1105 (satellite taprooms)** - this bill gave breweries the ability to distribute to their own taproom locations without use of a wholesaler
- **LB1236 (self distribution)** - this bill afforded breweries the opportunity to self-distribute up to 250 BBLs of beer annually
- **Excise Tax increase(s)** - the Guild has successfully defended multiple attempts to raise excise taxes in Nebraska

Marketing of the Industry

The Nebraska Craft Brewers Guild is tasked with the promotion of the craft brewing industry in Nebraska. Each year, we dedicate funds to multi-channel marketing campaigns to promote our members across the state. The following are examples of past projects.

In 2022, the Guild was the recipient of over \$65,000 in grants to market the craft brewing industry in Nebraska. Projects funded included:

- **Radio campaign with 1620 the Zone** - sponsorship of Unsportsmanlike Conduct's One Beer Friday, ongoing radio advertisements promoting the industry, and discounted remote broadcasts in Quarter 4 of 2022. The Guild has focused our promotional efforts of this partnership over Twitter; Unsportsmanlike Conduct and the #OneBeerFriday hashtag have significant reach on this platform. [November 2022 commercial preview can be viewed here.](#)

- **Drink Local Campaign:**

- ➔ **Full page spread in DINE Magazine (October 2022)** - geared toward elevating the dining and drinking experience in Nebraska, DINE Magazine is distributed across the two metro areas with some remote reach to restaurants, chefs, critics, and foodies. In addition to our paid spread, DINE highlights a craft beverage producer in its quarterly publication.





- ⇒ **Drink Local Billboard Campaign** - Drink Local messaging was seen on four billboards across the state in Norfolk, North Platte, Grand Island, and Omaha during the month of October.
- ⇒ **Social Media Campaign** - our Drink Local social media campaign highlighted each of the Guild's 60+ brewery and cidery members during the month of October on Facebook and Instagram with a dedicated reel. During the month of October, we saw significant growth in engagement and followers; our Instagram saw a 592% increased reach and 301% engagement, 148% growth in followers while Facebook saw a 245% percent increase in reach and 104% increase in followers. [Check out an example here!](#) [Check out our commercial here!](#)

Lee Enterprises & Amplify Digital Partnership - The Guild was co-author to a grant for paid promotions for print and digital media with Lee Enterprises and Amplify Digital. This year-long partnership (July 1, 2022 - June 30, 2023) will highlight the members of the Guild through a number of campaigns reaching consumers across the state.

Continuing Education

The Nebraska Craft Brewers Guild provides continuing education opportunities for our members on a variety of topics by harnessing the collective power of our members and industry supporters.

Our 2022 quarterly continuing education roundtable topics included:

- **All about CO2 with Helget Gas & Green Air Supply (January 2022)** - topics included how to select the perfect CO2 blend for your system, CO2 safety in the tap and cold room, general draft beer knowledge and Q&A.
- **Best practices in production and packaging with ABE Equipment (April 2022)** - ABE Equipment hosted us at their 140,000 square foot campus for a tour, networking, and discussion on industry trends and happenings.
- **Cyber Liability & EPLI Insurance - why they matter! (June 2022)** - presented by FNIC, this seminar provided education around two types of insurance often forgotten by small businesses and how they can protect your organization.
- **Nebraska Hops and Your Brewery (September 2022)** - members came together to tour Christensen Hop Farm's 7 acres in Fort Calhoun; attendees were provided with hands-on time with hops and production equipment and a discussion on the drink local / shop local movement.

The Guild will continue to host ongoing educational roundtables on a variety of topics driven by member interest.

The Guild plans to bring back our annual Brewers Conference in Q1 of 2024; the conference will bring together brewers across the region, top-notch speakers, and a business expo highlighting our industry partnerships.





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Shared Benefits Pool

The Nebraska Craft Brewers Guild offers its members access to exclusive benefits to enhance the employment experience for industry workers.

Currently offered benefits include:

- **401k MEAP Plan** - the Guild offers a 401k plan for all active members of the Guild at an affordable annual rate, allowing you to offer retirement benefits to your employees.
- **Low cost optical plan** - the Guild offers low cost optical plans to its members.

Additional benefits being explored include:

- **Health Insurance Benefits** - the Guild is exploring group health insurance plans for our membership and their employees.

Your membership in the Nebraska Craft Brewers Guild includes:

Supporter Membership \$400

- Welcome Packet + Exclusive Nebraska Craft Brewers Guild tin tacker for display
- One exclusive “welcome” post including intro, logo, info & links for your company on all of our socials
- Invitation to our members only quarterly meetings and “network with the industry” happy hours
- Continuing education opportunities including our quarterly roundtable discussions and annual Craft Brewers Conference + Expo*
- Access to our Brewery & Cidery membership contact list
- Opportunity to sponsor a quarterly happy hour or educational roundtable*

Premium Membership \$1,000

Includes benefits of our Supporter Membership PLUS ...

- Priority access to sponsorship of our Quarterly Happy Hour or Continuing Education Roundtables*
- Logo + QR Code directed to a destination of your choosing included in slideshow during our Craft Brewers Conference + Expo
- Discounted rate for our annual Craft Brewers Conference & Expo
- Discounted rate for our Beer Enthusiast Memberships for your employees (unlimited)
- Two annual targeted marketing emails + social media posts to promote your organization
- One dedicated Social media post during Drink Local Nebraska Month in October
- Placement on our “Preferred Vendors” List

*Please note that the benefits may be altered at anytime by NCBG to best meet the needs of our members / *additional fees may apply*



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Add on Opportunities

Links & Lagers Golf Scramble

- Multiple sponsorship levels are available ranging from \$150 to \$2,500 for the Guild's Links & Lagers Golf Scramble (Omaha, tri-cities, TBD) each summer. More information is available on this event in spring.

Drink Local Nebraska Campaign

- The Guild partners with organizations interested in providing cash or in-kind support of October's Drink Local Nebraska and offers the opportunity to be featured in the Guild's billboard, radio, print, and social campaigns. Drink Local Nebraska sponsorships are custom crafted to your organization's needs.

Guild Networking Happy Hour or Educational Roundtable

- The Guild offers our Allied Trade partners priority access to sponsorship of the Guild's quarterly networking happy hour or the ability to host an educational event based on your subject matter expertise; the only cost to you is the bar tab!

Other Events Throughout The Year

- The Guild offers our Allied Trade partners priority access to sponsorship of the Guild's ever-evolving events and platform.



NEBRASKA CRAFT BREWERS GUILD'S
CONFERENCE & EXPO 2024



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