



Nebraska Craft Brewers Guild Retail Supporter 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 For You

The Nebraska Craft Brewers Guild features our Retail Members on our interactive map and directory and cross promotes your craft centric events.

Our retail members will have the opportunity to:

- Be featured on our Locate Nebraska Beer & Cider interactive map on the new www.nebraska.beer website
- Be featured on our Social Platforms directly to our audience of your ideal customers
- Host promoted events in partnership with our brewery and cidery members





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.





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Your membership in the Nebraska Craft Brewers Guild includes:

Supporter Membership \$250

- Welcome Packet + Branded Stickers & Poster to display
 - One exclusive “welcome” post including intro, logo, info & links for your company on all of our socials
 - Placement on our interactive map and directory on our website
-

Premium Membership \$500

Includes benefits of our Supporter Membership PLUS ...

- Exclusive Tin Taker for display
- Access to our Brewery & Cidery membership contact list
- Invitation to our members only quarterly meetings and “network with the industry” happy hours
- One email per year sent out to our email lists
- Discounted rate for our annual Craft Brewers Conference & Expo

Preferred Membership \$1,000

Includes benefits of our Premium Membership PLUS ...

- One annual targeted marketing email + two social media posts to promote your organization
- Discounted rate for our Beer Enthusiast Memberships for your employees (unlimited)
- One dedicated Social media post during Drink Local Nebraska Month in October
- Placement on our “Preferred Vendors” List
- One annual public Guild “Happy Hour Meet-Up” scheduled at your business

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

 **DIRECTOR@NEBRASKA.BEER**

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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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