

Promotion

Website

Promotion of a guild's website is fundamental to communicating with membership and the public about association activities and the importance of the state's beer industry to the local economy. Websites also provide a space for advertising sponsorships from associate members, and to promote members' beers and breweries to beer lovers within and from outside your state.

Social Media

Facebook, Twitter, and other social media platforms help announce events, solicit need for legislative support, receive member feedback, etc. You want to encourage all your members to follow the guild and to retweet/repost all of your announcements.

Traditional Media

In partnership between the Brewers Association's Craft Beer Program and the BA's outside media firm, we annually prepare the media outlet contacts databases for each state, available upon request by a guild.

This database includes key contacts in general media, business media, and legislative affairs.

These lists have proven to be a valuable resource for guild efforts, whether it be in promoting guild and guild member activities or educating the press on issues of importance to a state's brewing industry. The media can bring a wider awareness of potential legislative change affecting a state's brewers and the brewing community. Journalists and policy makers both appreciate coverage when a State Representative tours or hosts a town hall meeting at a local brewery. Members of the media appreciate being included in your events and are often eager to bring positive press to your brewers guild fundraisers. Got a new brewery opening soon? Your state's brewers win big at a local or national competition? Let the press know!

Print Material: Creating a statewide presence through print material like a brewery trail map is helpful, and beer lovers love a tangible passport to carry around. That said, more guilds are now employing digital assets:

Mobile Apps: [Ohio](#), [Vermont](#), [New York](#)

Guild Ale Trails: [Maine](#), [Vermont](#), [Montana](#)

Digital magazines: [Michigan](#), [Ohio on Tap](#)

Guild merchandise: The old standbys: shirts, hats, mugs, etc.



Brand standards: When promoting a state's beer and its breweries, a guild's logo comes to be recognized as a trusted representation of an important local association.

Guilds and supporting member breweries build the brand by placing it on festival banners, case packs, and other promotional materials. The logo helps breweries to identify their beer as made locally, creating local jobs, and supporting the local and state economies.

The Washington Beer Commission has made an outstanding guide for utilizing their logo: the [Washington Beer Brand Standards Guide](#). The guide was created to help state breweries most effectively use the Washington Beer logo, determine best colors and fonts for their materials, and keep consistent usage of the Washington Beer brand with all participating breweries.

From Eric Radovich, WA Beer Commission Executive Director: "With it, we hope to make it easier for each of you [member breweries] to promote your product as a Washington-made beer, attracting customers who value buying local, as well as building awareness of the high quality ingredients, taste and production standards of our state's great breweries."

Blogs

Share the successes and challenges of your state's brewing community with a wide-ranging audience. Check out these examples of guild blogs:

[California Craft Brewers Association](#)
[New York State Brewers Association](#)

State, City and National Beer Weeks

This is a large undertaking, but when done successfully, can be a huge fundraising source and promotional outreach for guilds.

Has your state declared by proclamation a state craft beer week or passed a resolution designating a beer month? This is often a great project that guilds can work on to develop trust and build relationships within the association. As an example, in June 2023 the Michigan Senate adopted [Senate Resolution 66](#) designating July 2023 as Michigan Beer Month.

Great American Beer Festival® Guilds Pavilion

Each year at the Great American Beer Festival (GABF), guilds participate and pour unique beers at the Guilds Pavilion. This pavilion provides a promotional and educational opportunity for guilds to bring information on their state guild, state beer trail maps, and most importantly, serve member brewery beers not otherwise available on the festival floor, to tens of thousands of beer enthusiasts.

There are not many opportunities for brewers guilds to share about their initiatives and share their members' beers with 60,000 craft beer lovers.



Having a booth at GABF is also a benefit of membership brewery members—for participating breweries it's another beer they can pour that's not at their booth, another chance to talk to consumers. This pavilion is an immense opportunity for very small and resource-challenged breweries that can't make it to the festival with their own booth.