



# SAN DIEGO BREWERS GUILD

## MEMBERSHIP BENEFITS GUIDE





## THANK YOU FOR BEING A MEMBER OF THE SAN DIEGO BREWERS GUILD!

Founded in 1997, the Guild is a non-profit organization that seeks to promote San Diego independent craft beer and preserve San Diego's brewing heritage. We are proud to be a respected community resource for breweries, tradespeople, retailers and craft beer service providers.

As the American craft beer movement becomes further ingrained in the mainstream marketplace, our local brewing scene will continue to play an important role in the developing conversation as well as the history of craft beer as a whole. This is an exciting time for our Guild and because of your support, and the support of more than 300 other members, the San Diego Brewers Guild continues to be one of the preeminent Guilds in the Nation, promoting and protecting the Capital of Craft as we face the many challenges in these changing times.

Information describing many of our benefits are enclosed within this packet. Please take a few minutes to review the materials and acquaint yourself with the services that are available to you. Take full advantage of the services and feel free to contact us any time you have a question or concern.

Yours truly,

A handwritten signature in black ink that reads "Paige Acers".

Paige McWey Acers

Executive Director, San Diego Brewers Guild

# SAN DIEGO BREWERS GUILD AT-A-GLANCE



## GET TO KNOW YOUR GUILD!

An overview of SDBG– from our mission to our programs and marketing reach.

**THE MISSION** *of the* SAN DIEGO BREWERS GUILD *is to*  
**PROMOTE AWARENESS**  
 ——— *and* **INCREASE THE VISIBILITY** *of fresh* ———  
**LOCALLY BREWED BEER**  
*through* **EDUCATION** *& participation in* **COMMUNITY EVENTS.**

## THE SDBG MISSION

SDBG is a not-for-profit trade association that has served the San Diego County craft beer industry since 1997 through education and networking services and participation in community events.

Dedicated to fostering the thriving community, SDBG's more than 300 business members share ideas, techniques and programs to better serve the industry and its customers.

Lobbying is not a part of SDBG's mission.

The association is focused on educating the public of the benefits of fresh local craft beer and promoting the interests of independently owned breweries located in San Diego County.

## EDUCATION

The San Diego Brewers Guild offers an education series, "Tap Into Knowledge," for Brewers, Brewing Professionals, Retailers and Affiliate Members to provide each member with high-quality professional development relevant to their job. Content is designed to help attendees and members feel productive and knowledgeable as they get back to work armored with practical takeaways. Events are focused on brewing techniques, business development, finance, system operations, growth, safety, workforce issues, sustainability, staff training, government regulations and many other top concerns for the craft brewing industry.

### HAVE AN IDEA?

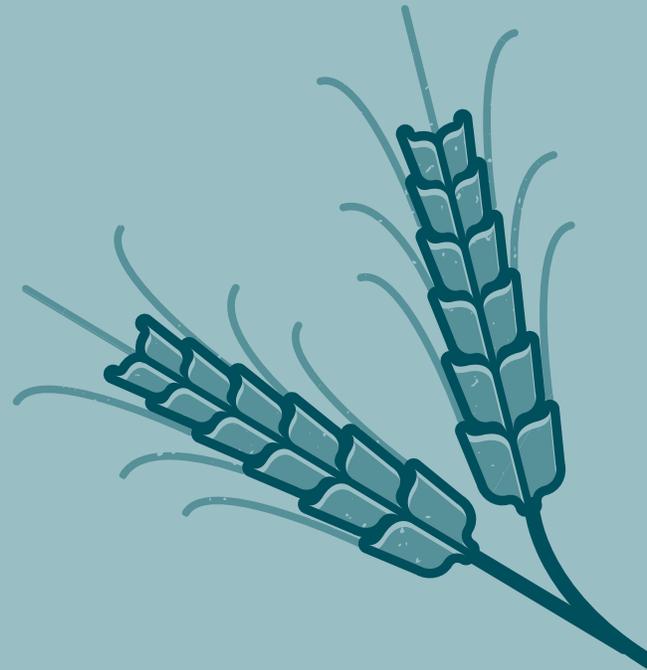
***Suggest topics, presentations or presenters by emailing [info@sdbeer.com](mailto:info@sdbeer.com)***

## COMMUNICATION

Our mission is to create useful, worthwhile information that keeps you up to date on the latest news and stories in the local craft brewing community. You will receive a Monthly Member Bulletin with updates about brewery business related topics, industry research and reports, news highlights, events and other happenings.

### SHARE YOUR COMPANY NEWS!

*Submit your company news and announcements (to [info@sdbeer.com](mailto:info@sdbeer.com)) for inclusion in the SDBG monthly bulletin.*



## NETWORKING

SDBG is a diverse community of craft breweries and service companies. Our knowledgeable network of members are available for sharing and exchanging the latest information and ideas within the brewing industry at our Guild Meetups. If you are interested in volunteering your space for a networking Guild Meetup, please contact us at [info@sdbeer.com](mailto:info@sdbeer.com).

## ANNUAL MEMBERSHIP MEETING

Please join fellow members of the San Diego Brewers Guild for a review of current initiatives, programs, future plans, and goals.

# SD BEER APP

SD BEER APP IS YOUR FANS POCKET GUIDE FOR NAVIGATING ALL THINGS THAT SAN DIEGO'S CRAFT BREWERIES, TASTING ROOMS, BARS AND RESTAURANTS HAVE TO OFFER.



## APP OVERVIEW:

- Average Monthly Users: **2,200**
- Average Monthly Sessions: **4,900** (**9,000 sessions every November!**)
- View updated events from **150+** craft breweries featuring releases, trivia, live music and more.
- Navigate the easy-to-use interactive map and find craft beer locations near you.
- See profiles of all SDBG brewery members
- Breweries can upload events to the SD Beer app

## MEMBERSHIP MARQUEE PROGRAM:

Our weekly marquee program is one of the best ways for us to help our brewery members get awareness and attendance to their events!

## WHO WILL SEE YOUR WINNING MARQUEE EVENT?

- **11K** email subscribers to SD BEER weekly newsletters
- **2.5K+** monthly active sessions on the SD BEER App
- **36.8K** Instagram followers
- **19K** Facebook followers
- **6.6K** Twitter followers
- **36.6K** total event clicks on the SD BEER App
- **305K** total webpage views
- **PLUS:** A push notification linking back to your Event Listing will be sent to all SD BEER App users!

# EXPOSURE



## SD BEER WEBSITE

Great way to showcase upcoming events such as: beer festivals, beer dinners, fund-raisers, special releases, beer and food pairings, and more. The possibilities are endless.

The website receives over **304,000** visits each year with a significant spike during **San Diego Beer Week**.

 [SDBeer.com](http://SDBeer.com) **304k visits/year**

## WEEKLY CONSUMER E-NEWSLETTER

The newsletter is sent to over **11,000** craft beer fans every week. It promotes upcoming events at members' tasting rooms and is opened by about **2,000** people and clicked on by **200** of them.

 [eNews blast](#) **11k subscribers**

## SDBG SOCIAL MEDIA PLATFORMS

We've built sizable audiences of local craft beer fans, and you can utilize our "megaphone" to tell them about your events — which is helpful if you want to promote yourself to a large audience of potential new consumers.

 [@sdbrewers](#) **35.9k followers**

 [sdbrewersguild](#) **19.5k followers**

 [@sdbrewers](#) **6.6k followers**

# SAN DIEGO BREWERS GUILD EVENTS



The San Diego Brewers Guild works year round with the San Diego beer community, organizing its annual bookend events, educating its members and forging connections between breweries.

**RHYTHM & BREWS FESTIVAL**

**GOLF TOURNAMENT**

**SAN DIEGO CRAFT BEER CON**

**SAN DIEGO BEER WEEK**

## RHYTHM & BREWS



The San Diego Brewers Guild's Rhythm & Brews music and craft beer festival will pair many of the country's most celebrated craft breweries with local musicians for its annual North San Diego County spring event.

## GOLF TOURNAMENT



The Annual San Diego Brewers Guild Golf Tournament unites San Diego businesses, professionals, and community leaders to promote awareness and increase the visibility of fresh, locally brewed beer.

## SD CRAFT BEER CON



San Diego Craft Beer Con (SD CBC) features a keynote speaker, seminars and panels on a range of topics that directly impact the local craft beer community as well as the San Diego County tourism and hospitality industries.

## SAN DIEGO BEER WEEK



San Diego Beer Week (SDBW) continues the tradition of celebrating San Diego's thriving craft beer culture through a ten day, countywide festival that is the pinnacle for beer tourism, drawing awareness to San Diego's regional brewing heritage and serving as a showcase for San Diego's breweries, restaurants, pubs, hotels and all other affiliated businesses. SDBW promotes San Diego's internationally celebrated craft brewing scene, garnering international and national media attention year after year. We invite you to be come an integral part of this festival and to celebrate the outstanding culture of craft with us!

## PARTNERSHIP OPPORTUNITIES

*Guild Partnership packages have been specifically designed for companies of all sizes to allow **maximum reach** at an **affordable investment**. By becoming a part of the production of any of our great events you allow us the return more to the local community as well as aid in strengthening the San Diego Brewers Guild.*

**EMAIL US TO LEARN MORE!**

[info@sdbeer.com](mailto:info@sdbeer.com)

# WAYS TO PARTICIPATE



## NOT A MEMBER OF SDBG?

Becoming a member of the SDBG definitely has its benefits, including reduced registration fees for meetings, member-only publications and much more. And remember, membership extends to every person at every level of your company, so everyone can explore and take advantage of all SDBG benefits and resources.

## WHAT YOU'LL GET BY PARTICIPATING

- ***Meet new industry contacts and reconnect with past colleagues.***
- ***Strengthen existing business relationships and discover new ones.***
- ***Discover how peers are solving the same problems and dealing with similar issues you face.***

## ALREADY A MEMBER OF SDBG?

Members can get started in many ways, including taking a look at the Calendar of Events to find Education and Networking events for you. Since SDBG membership is by company, every person at a member company can participate in industry events at the special member rate and explore many of the resources available only to members.

## GET MORE OUT OF YOUR MEMBERSHIP

**Volunteer:** As a member of the SDBG, you can connect on a local level through volunteering and events. New and seasoned members have opportunities to network with one another in order to foster growth, skills and knowledge, and to expand their impact within the craft community. Collectively, we are passionate about the industry and can reach other like-minded individuals through networking and volunteering.

Getting involved provides benefits for you and for your business. It allows you to give back to the industry while building relationships and creating opportunities. If you have any questions or are interested in volunteering, please email us at [info@sdbeer.com](mailto:info@sdbeer.com).

**Host:** Bring an SDBG event to your company's location. Many education and networking events are able to be held on-site, on your schedule.



## IF YOU'RE A BREWERY...

All Employees of a member company can participate in SDBG. There is an event or opportunity for every person at your organization – from the cellarman to the CEO.

- *Attend events providing education on topics related to your interests.*
- *Attend events that promote your brewery.*
- *Share your story with other members – volunteer to make a presentation.*
- *Suggest ideas and topics by emailing **info@sdbbeer.com.***
- *Get the member bulletin delivered to your inbox each month.*

## IF YOU'RE A SERVICE PROVIDER...

- *Attend events related to your business.*
- *Network with fellow attendees at events.*
- *Volunteer to make a presentation by emailing **info@sdbbeer.com.***
- *Present and/or sponsor a Tap Into Knowledge session.*
- *Become an event partner of **Rhythm & Brews, Golf Tournament, SD CBC or SDBW.***
- *Get the member bulletin delivered to your inbox each month.*



# YOUR COMPANY CONTACTS



## YOU HELP SDBG COMMUNICATE WITH MEMBERS IN YOUR ORGANIZATION.

SDBG's company member benefits extend to every employee at your organization, and you can help ensure everyone receives need-to-know SDBG information relevant to their responsibilities in the organization.

## GET YOUR CREW CONNECTED

- 1** *Assign a Representative*
- 2** *Assign an Advocate*
- 3** *Share all individual employee info so we can let them know about their new benefits!*

## 1

## YOUR SDBG REPRESENTATIVE

***Your company's primary contact with SDBG.***

You can initially select your SDBG Representative by putting their names in the Principal Contact spaces in the membership application. After joining, this contact can be changed by contacting SDBG.

## WHAT DOES THE SDBG REPRESENTATIVE DO?

The SDBG Representative is the main contact assigned to facilitate communication about SDBG within their company. This position represents their company to SDBG. Some of the interactions that the Representative must facilitate are:

- *Decisions within their company that relate to their SDBG membership.*
- *Communication of SDBG benefits, participation and programs throughout their company.*
- *Receive the annual dues invoice. Facilitate timely payment and forward to the appropriate person, if necessary.*
- *Respond to SDBG requests for company or individual information, surveys, event participation, etc.*
- *Receive and distribute mail and email for all SDBG events and communications.*
- *Receive and distribute SDBG publications such as the Member Bulletin.*
- *Receive, distribute and respond to requests for Membership Directory information.*



## 2

YOUR SDBG **ADVOCATE*****Your company's secondary contact with SDBG.***

You can initially select your SDBG Advocate by putting their name in the Other Contact spaces on the membership application. After joining, this contact can be changed by contacting SDBG.

**WHAT DOES THE SDBG ADVOCATE DO?**

The SDBG Advocate is the secondary contact assigned to facilitate communication about SDBG within their company. This position is the secondary representative for their company to SDBG. This person will be the automatic back-up for the Representative. Some of the interactions that the Advocate must facilitate are:

- *Communication of SDBG benefits, participation and programs throughout their company.*
- *Serve as back-up and assist the Representative in the annual dues invoice processing.*
- *Respond to SDBG requests for company or individual information, surveys, event participation, etc.*
- *Receive and distribute mail and email for all SDBG events and communications.*
- *Receive and distribute SDBG publications such as the Member Bulletin.*
- *Receive, distribute and respond to requests for Membership Directory information.*

## 3

**ALL OTHER EMPLOYEES OF YOUR COMPANY*****All employees are SDBG members.***

Employees can be added to the company roster at any time. Send an email to [info@sdbeer.com](mailto:info@sdbeer.com). This ensures everyone will receive information about their new benefits.



SDBG MEMBER  
**SERVICES & BENEFITS**

## BENEFITS ON THE RISE

SDBG is constantly looking to expand and improve member benefits. Get familiar with the diverse range of benefits and services available to make the most of your membership!

## BREWERY MEMBER BENEFITS

### **Publishing Access to sdbeer.com**

Ability to publish your events on the SDBG event calendar.

### **Tap Into Knowledge**

Educational training and seminars.

### **Voting Member Meetings**

Updates on brewery specific initiatives/programs and information regarding the state of the craft beer industry.

### **Annual Membership Meeting**

SDBG informing the members of previous and future activities.

### **Up-to-date Industry News**

Local news and information to help you navigate both craft beer & tourism industries.

### **Access to Industry Data & Reports**

Featuring industry related information and tourism data.

### **SDBG Craft Beer Map & Guide Listing**

Over 180,000 printed guides distributed annually across San Diego County.

### **MEMBERSHIP WITH THE SAN DIEGO BREWERS GUILD IS NOT GUARANTEED AND IS SUBJECT TO APPROVAL.**

Eligible members shall be: A brewing organization that brews at a facility in San Diego County, produces less than three million barrels of beer per year including beer from affiliated organizations (including parent, subsidiary or sibling companies) and which is not owned 25% or more, directly or indirectly, or controlled by another brewing organization which is not a Brewing Organization Member. Additionally, at least fifty percent (50%) of the Brewing Organization Member's (including parent, subsidiary, or sibling companies) volume of alcoholic beverage production must be marketed and sold as "beer.". Flavored malt beverages and other, flavored, sugar beverages are not considered "beer" for the purposes of Brewing Organization Membership. Brewing Organization Members have voting rights. A Brewing Organization Member is eligible to be elected to the Board of Directors. A Brewing Organization Member is eligible to serve on committees established by the Board of Directors.

Production under 2,000 bbls last calendar year: \$275 per calendar year

Production 2,000-10,000 bbls last calendar year: \$350 per calendar year

Production over 10,000 bbls last calendar year: \$575 per calendar year

### **Closed Facebook Member Message Board**

A closed forum where brewery members can share information, offer items for sale, or request professional input.

### **Website Directory**

Brewery profile listed on sdbeer.com

### **Event Participation Opportunities**

Showcase your business at SDBG events

### **Marketing Opportunities**

Inclusion in local, regional, national & international marketing campaigns.

### **Public Relations**

Brewery Inclusion in newsletters & press releases.

### **Partnership Opportunities**

Showcase your business at events, networking gatherings & receptions.

### **SD Beer App**

Connect your brand with craft beer fans through the SD Beer app.

## AFFILIATE MEMBER BENEFITS

### Tap Into Knowledge

Educational training and seminars.

### Annual Membership Meeting

SDBG update informing the members of previous and future activities.

### Website Directory

Business profile listed on sdbeer.com

### SDBG Craft Beer Map & Guide Listing

Over 180,000 printed guides distributed annually across San Diego County.

### Up-to-date Industry News

Local news and information to help you navigate both craft beer & tourism industries.

### Access to Industry Data & Reports

Featuring industry related information and tourism data.

### Event Participation Opportunities

Showcase your business at SDBG events.

### Marketing Opportunities

Inclusion in local, regional, national & international marketing campaigns.

### Partnership Opportunities

Showcase your business at events, networking gatherings & receptions.

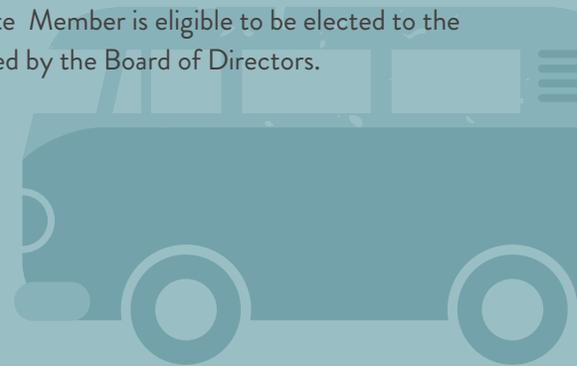
### SD Beer App

Connect your brand with craft beer fans through the SD Beer app.

## MEMBERSHIP WITH THE SAN DIEGO BREWERS GUILD IS NOT GUARANTEED AND IS SUBJECT TO APPROVAL.

Eligible members shall be: A provider of services or the seller of goods or suppliers to the brewing industry (commercial or home brewing) or an allied industry (including cider, hard seltzer, flavored malt beverages, mead, kombucha or non-alcoholic beer) or endeavor including brewery associations and brew clubs who are deemed appropriate by the Board of Directors may be admitted as an Affiliate Member. There are no voting rights for an Affiliate Member. An Affiliate Member is eligible to be elected to the Board of Directors. An Affiliate Member is eligible to serve on committees established by the Board of Directors.

Affiliate Membership: \$300 per year



# SDBG AFFILIATE DIRECTORY



## CONNECT WITH AN AFFILIATE

SDBG Affiliate Members represent a wide range of products and services supporting the San Diego craft beer industry. Find a partner, get collaborating, and get back to the business of brewing.

[VIEW our AFFILIATE MEMBERS](#)



## CONTACT US

---

### WEBSITE

[www.sdbeer.com](http://www.sdbeer.com)

### ADDRESS

San Diego Brewers Guild  
P.O. Box 3262  
Vista, CA 92085

### EMAIL

[info@sdbeer.com](mailto:info@sdbeer.com)

### PHONE

858-581-7368

### MARKETING INQUIRIES

Paradeigm

Stephen Brucher

[stephen@paradeigm.com](mailto:stephen@paradeigm.com)

(714) 420.3097

