



REGISTRATION GUIDELINES

GOOD
BEER
WEEK

Beer DeLuxe

Beer DeLuxe

Beer DeLuxe

Beer DeLuxe

Beer DeLuxe



KEY DATES

REGISTRATIONS OPEN

1ST OCTOBER 17

REGISTRATIONS CLOSE

***payments must be received by October 31 2017**

31ST OCTOBER 17

EVENT REGISTRATIONS REVIEWED BY THE PROGRAMMING COMMITTEE

6TH - 12TH NOVEMBER 17

EVENT HOSTS NOTIFIED OF THEIR PLACEMENT IN THE 2018 PROGRAM

***All successful events accepted into the 2018 program are embargoed until the program launch March 2018.**

10TH NOVEMBER 17

ALL EVENT INFORMATION DUE FOR PRINT

31ST JANUARY 18

ALL EVENT INFORMATION FINALISED FOR WEB

16TH MARCH 18

PROGRAMS DELIVERED TO PARTICIPATING VENUES

20TH MARCH 18

2018 OFFICIAL PROGRAM LAUNCH AT THE GOOD BEER SHOWCASE

22ND - 23RD MARCH 18

ALL TICKETS AVAILABLE FOR SALE VIA www.goodbeerweek.com.au

22ND MARCH 18, 9AM

GOOD BEER WEEK OPENING NIGHT PARTY

11TH MAY 18

GOOD BEER WEEK FESTIVAL DATES

12TH - 20TH MAY 18

EVENT HOSTS PAID OUT TICKETING INCOME

23RD - 25TH MAY 18



WHAT IS IT?

GOOD BEER WEEK IS “THE BEST BEER WEEK IN THE WORLD”, ACCORDING TO MANY OF THE WORLD’S LEADING CRAFT BREWERS.

Over the last seven years, it has grown from the spark of an idea to a global festival made up of 300 diverse and innovative events across Melbourne and Victoria that attracts 75,000 attendees from across Australia and overseas.

Run by an independent, not-for-profit association, the program has grown more than 500 percent in size since launching in May 2011, and in 2017 it celebrated its seventh anniversary with a lineup that featured our very first Good Beer Mates, a special edition of our Mega Dega, international guests, and even a new sport, tinnie hurling.

It is Australia’s preeminent beer event, one that has inspired smaller imitators interstate, New Zealand and Japan, and is well placed to achieve its founders’ stated goal of establishing the leading beer festival in the Asia Pacific region. It is the biggest single platform for local brewers and beer businesses to showcase themselves to a broad audience and also plays host to the Australian International Beer Awards (AIBA) and the three-day GABS Beer, Cider, Food Festival at the Royal Exhibition Building.

“

GOOD BEER WEEK IS HANDS DOWN ONE OF THE BEST BEER EVENTS I’VE EXPERIENCED IN MY BREWING CAREER... AND SHOULD BE A MODEL FOR BEER WEEKS WORLDWIDE.

”

BEN EDMUNDS, BREAKSIDE BREWERY, OREGON, 2017



WHAT'S GOOD BEER?

THE DEFINITION OF “GOOD BEER” IS ULTIMATELY A SUBJECTIVE ONE, JUST LIKE THE NOTION OF “FINE WINE”. AS WITH FINE WINE, GOOD BEER CAN ORIGINATE FROM BOTH SMALL AND LARGE OPERATORS.

As defined by the festival's Charter, to be considered “Good Beer”, a beer should have at least three of the following attributes:

- Artisanal.
- Innovative, for example, creating a new style or using unusual ingredients or techniques.
- Creative, for example, giving a traditional style a new twist.
- Celebrate beer's tradition or history.
- Complements the Slow Food Movement.

For more information on Good Beer Week's charter please refer to <https://www.goodbeerweek.com.au/charter>

WHAT WE'RE LOOKING FOR IN 2018

For the 2018 festival, we will be curating the program and limiting the number of events found in each stream, and want to see events that bring good beer into new arenas and parts of Victoria.

To give your event the best chance of selection, please note the following:

- Be original! Get outside the beer bubble and create an event that hasn't been in the program before.
- Ensure repeated events are given a twist and made fresh again. Duplicate events don't sell well.
- Consider what stream your event best fits, and provide enough information to demonstrate why.
- Consider new breweries, venues or producers who have not featured in GBW previously.
- Ensure your event is good value, and is well priced. Mid-priced events often sell better than those at \$100+.
- Two well-executed events at a venue is better than five events at a venue all fighting for coverage.
- The more information you provide, the more convincing your registration will be.
- Don't be greedy! Think of the event as a marketing exercise for your venue or brewery, and price accordingly. Happy attendees who got good value for money will be loyal customers far beyond Good Beer Week.



FESTIVAL SNAPSHOT

95,000 ATTENDEES

42% OF EVENTS ARE FREE

3.4M TOURISM ECONOMIC IMPACT

\$2.7M IN PR VALUE ACHIEVED IN 2017

97% RATE IT AS EXCELLENT

45% FEMALE ATTENDEES

40.5K DIGITAL REACH

4974 PHONE APP USERS

20K VISITORS TO THE FESTIVAL HUB

10 DAYS

280 VENUES

320 EVENTS

ONE COMMUNITY

YOUR TIME TO BE PART OF IT



CRYER MALT TRADE HUB EVENT REGISTRATION GUIDELINES

Cryer Malt is offering the good beer community the opportunity to apply for venue hire sponsorship to host your own events at the Cryer Malt TradeHub space upstairs at the Good Beer Week Festival Hub, Beer DeLuxe Fed Square between May 11 and 20, 2018.

You are eligible to apply if you are passionate about growing the good beer community through education, discussions, competitions or showcases. We are open to all suggestions, you simply need to respond to this question when pitching your idea:

**“HOW DO YOU PROPOSE TO
UTILISE THE CRYER MALT
TRADE HUB TO FURTHER
GROW THE GOOD BEER
COMMUNITY?”**

Cryer Malt takes great pride in standing shoulder to shoulder with the brewers who have been at the forefront of the modern craft beer movement in Australasia. We've witnessed the astounding growth of craft brewing over the last couple of decades, which has exceeded all expectations. We're honoured to have been able to turn our hand to the wheel in support of the fine people who are dedicated to making fine beer and not afraid to push the boundaries. Supporting the Good Beer Week community is one of the ways we are pleased to be able to help grow and sustain the Australian beer industry, as it continues to forge its place as a leader in the global craft phenomenon.

We pride ourselves on sourcing and supplying the World's best ingredients for the Australasian Craft and Premium Brewing Industry. From Australia, New Zealand, Germany, United Kingdom, Belgium, USA. we supply the best ingredients so you can craft the perfect premium beer. After years of searching for excellence Cryer Malt remains committed to finding the best to create the very best. We love beer just like you do!



BENEFITS

- Venue hire waived
- Exclusive access to the Cryer Malt Trade Hub
- Access to the tap system
- Event listing on www.goodbeerweek.com.au and the Good Beer Week App.
- Double Page spread in the Good Beer Week Official Program listing all participating events under the Cryer Malt Trade Hub events calendar.
- Promotion in Beer and Brewer Magazine
- Promotion through Good Beer Week and Cryer Malt's social media channels
- Promotion through Good Beer Week and Cryer Malt's electronic newsletters
- Dedicated landing page on www.goodbeerweek.com.au promoting all participating events under the Cryer Malt Trade Hub events calendar.

DETAILS ABOUT THE SPACE

- 70 capacity seated
- 100 standing
- Bar staff included
- AV support included
- Private entrance from Fed Square main square and through the Beer DeLuxe downstairs bar.

TRADE INDUSTRY ENQUIRIES ARE ENCOURAGED AS WELL PLEASE CONTACT EVENTS@GOODBEERWEEK.COM WITH YOUR IDEAS.

Cryer Malt ingredients are available for sponsorship, please contact Stephanie.Howard@cryermalt.co.nz for ingredients options.

INTERESTED? THEN HEAD TO WWW.GOODBEERWEEK.COM.AU AND APPLY NOW.

Event registrations open October 1st until 31st. Successful sponsorships will be announced in November. Please note you are required to pay for the event registration fee upfront to be considered for venue hire sponsorship. If your event is not successful in securing venue hire sponsorship you can still host the event (pending Cryer Malt's decision). If your event is not successful you will be refunded your event registrations fee minus 10% administration costs

If your event is ticketed, all tickets must be sold through Good Beer Week's ticketing system.

CHEERS AND WE LOOK FORWARD TO CELEBRATING BEER EXCELLENCE WITH YOU IN MAY 2018!

1800 119622 SALES@CRYERMALT.COM.AU CRYERMALT.COM.AU



CRYER MALT
THE GRAIN OF TRUTH IN EVERY BEER

EVENT CRITERIA

Events can only be approved for the inclusion in the 2018 Good Beer Week program if they support the purpose of Good Beer and its charter.

When planning your event keep in mind the values of the festival below:

- Events must centrally feature the appreciation of good beer and also actively practice and promote the responsible service and use of alcohol. *No beer pong!
- During Good Beer Week, venues must feature programming distinct from their normal operation throughout the year. For example, special offerings or activities.
- Good Beer Week values creativity and innovation, so events that offer unique or “Australian first” experiences will be favoured.
- Events should ideally offer educational forums for attendees to discuss, debate or learn about “Good Beer”.
- Participating venues MUST support “Good Beer” year round, not just as a marketing tool during GBW.

Events repeated in their entirety from previous years or events otherwise not displaying creativity and a unique flavour may be turned down due to curation of the overall festival.

PLEASE NOTE Only venues / event hosts running events as part of the approved Good Beer Week program can use the trademarked term Good Beer Week and any associated marketing materials and IP. The Good Beer Week committee reserves the right to prevent use of its trademarked name for any unauthorised events and / or associated materials.

EVENT STREAMS

Due to the vast array of events programmed during Good Beer Week, we split events into four categories to make searching for the right event that much easier for punters and to improve the experience further and better reflect the breadth of the festival.



EVENT THEMING

IN 2018, GOOD BEER WEEK WILL BE GOING BEYOND THE BEER BUBBLE, AND LOOKING TO BRING IN MORE NON TRADITIONAL BEER VENUES, PRODUCERS AND BUSINESSES THAT HAVE NOT BEEN INVOLVED IN BEER FESTIVALS PREVIOUSLY.

When creating your event, consider if it aids Good Beer Week in achieving this goal. We will be looking for amazing events that embrace the following:

- High end or new restaurants or venues taking on their first GBW event
- Events in the south and west of Melbourne, as these areas are underutilised
- Events featuring live music or a sporting element that will capture the wider public's attention
- Food focused events that go beyond the usual 'meat and beer' pairing
- Partnerships with new breweries, beer launches, and other special events exclusive to GBW
- Events including or featuring local artisan businesses such as distilleries and food producers
- Events that celebrate good beer's place in Melbourne - which can be anywhere!

PINT OF ORIGIN 2018

The venues hosting Pint of Origin 2018 have already been selected, and venues will not be able to apply for PoO18 during the October event registration period.

When planning your 2018 events, particularly if you are considering a tap takeover, please take note of which regions will be covered by a Pint of Origin venue, and ensure you make your event stand out - and apart - from the PoO offering from the same region.

REGIONS:

- | | | | |
|----------------|-------|---------------|----------------------------|
| - Melbourne | - WA | - USA | - Continental Europe |
| - Regional VIC | - TAS | - Canada | - Scandinavia |
| - Sydney | - SA | - New Zealand | - England, Scotland, Wales |



FOODIE

THE FOODIE STREAM AT GOOD BEER FEATURES EVENTS AT SOME OF THE FINEST RESTAURANTS AND EATERIES IN MELBOURNE. ITS AIM IS TO ELEVATE THE CONCEPT OF BEER AND FOOD PAIRING TO A LEVEL COMMENSURATE WITH THAT COMMONLY ASSOCIATED WITH WINE.

Melbourne beer lovers are Melbourne food lovers. This is one of our most popular streams, and successful Foodie events are often the most discussed events of the festival, as well as attracting significant media coverage. Consider local producers as well as venues or breweries, and create an event that gives people a chance to try something new.

This stream appeals to beer lovers keen to enhance their knowledge of beer and food matching, but also, crucially, to foodies who may not previously have considered placing beer on the dining table. The aim is to show this audience that good beer, presented in the right manner, is the match for any other beverage in any establishment.

Examples of successful events within the Foodie stream.

WILD FERMENTATION AT BAR LIBERTY \$120.00

Bar Liberty is one of Melbourne's most exciting new venues of the last two years, and they embrace the nature of wild fermentation across their beer, wine, and food menus.

In 2017 Bar Liberty teamed up with Garage Project (NZ) and Wild Beer Co (UK) to explore wild fermented wines and beer, with a matched lunch. Tickets were limited and sold out due to their detailed event listing, unique beer offering, and through their own marketing efforts.

NORTH STREET MEET AT MOUNTAIN GOAT BEER: \$39.00

Mountain Goat teamed up with their local community to present a roaming crawl of their local Richmond area, inviting people to meet fellow craft producers Maker Fine Coffee and Phillippa's Bakery and learn about beers, coffee, bread and pastries.

This event was a resounding success and showed how to think outside the box when it comes to food and beer. By showcasing not just beer, but other locally produced goods, it attracted an audience beyond beer lovers, and was well priced for a daytime event.

GOOD TIMES

THE SCOPE OF GOOD BEER WEEK EVENTS HAS EXPANDED; SOME OF THE MOST ENJOYABLE EVENTS HAVE BEEN THOSE AT WHICH GREAT BEER WAS AN ACCOMPANIMENT TO THE MAIN ATTRACTION. A PETTING ZOO AT MOON DOG, BALTER BREWING'S TINS OF GLORY, THE HUGE ANNUAL SCAVENGER HUNT RUN BY THE FOX HOTEL, OR EVENTS BRINGING TOGETHER BEER, BREWERS AND A GOOD SENSE OF FUN.

The Good Beer Week committee believes these events are not only fun but are hugely appealing to a broad cross-section of people. And, with the festival's key aim being to spread the love of good beer to new faces, we have a stream dedicated to such events: Good Times.

Examples of successful events within the Good Times stream:

TINS OF GLORY WITH BALTER BREWING: \$12.00

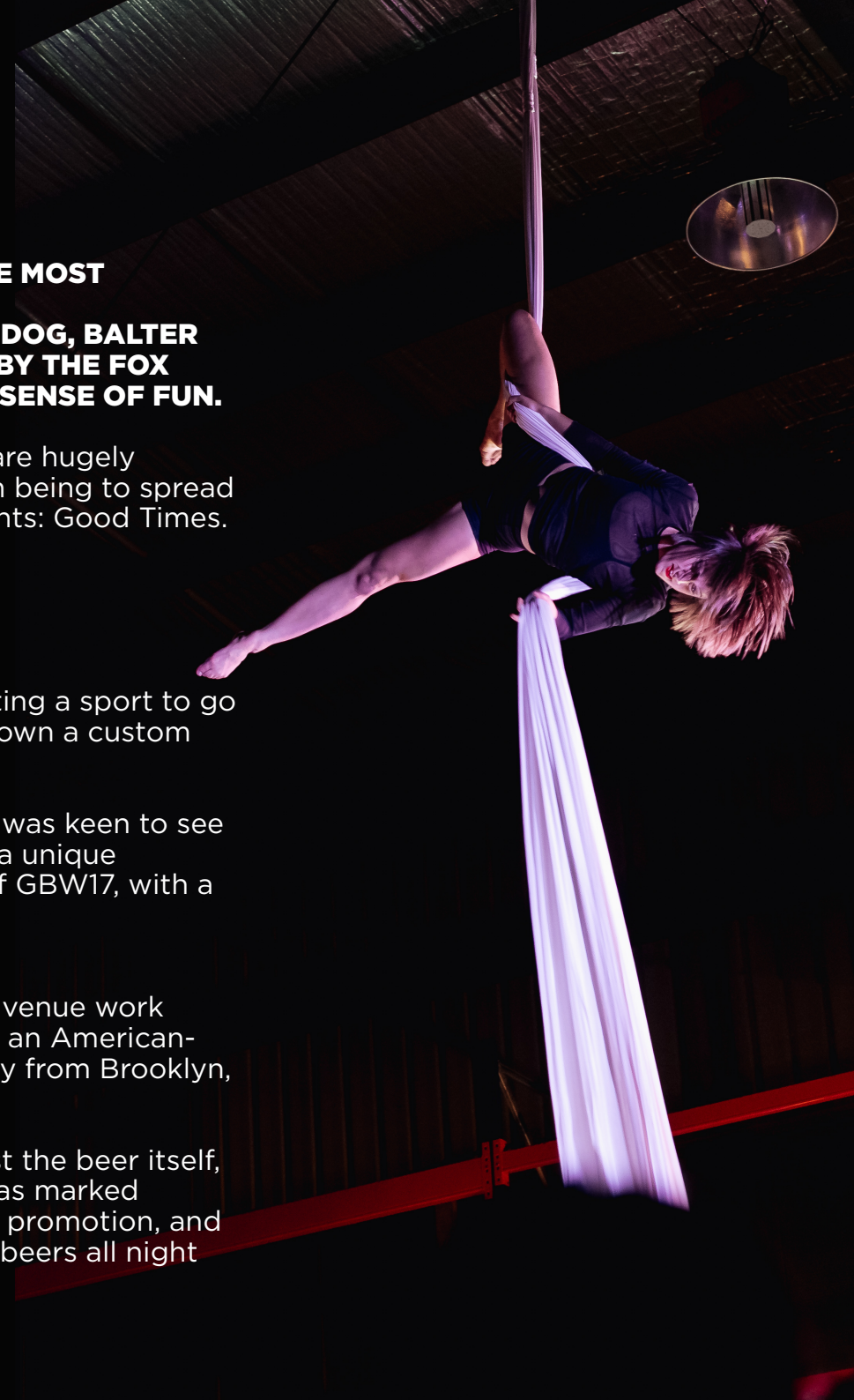
Balter went all out for their second foray into Good Beer Week, literally creating a sport to go with their new beer release. Tins of Glory challenged teams to hurl a tinnie down a custom built table, much like you would in hurling.

Spectator tickets were just \$12, making the event accessible for anyone who was keen to see what it was all about, and the venue - The Third Day in Kensington - offered a unique environment for this special event. It was a real showstopper and highlight of GBW17, with a party atmosphere and rave reviews.

THE BROOKLYN BLOCK PARTY AT SECTION 8: FREE ENTRY

This event was a true testament of what can be achieved when brewery and venue work together to create something special. The New York-born brewery recreated an American-style block party by bringing music acts to the heart of Melbourne all the way from Brooklyn, NY.

By focusing on atmosphere and creating something that was bigger than just the beer itself, this event found a whole new audience beyond Melbourne's beer scene. It was marked strongly by both Brooklyn Brewery and Section 8, used social media well for promotion, and was rewarded with a packed event filled with people keen to drink Brooklyn beers all night long.



A background image showing a man with glasses pouring beer from a bottle into several glasses on a bar counter. The scene is dimly lit, typical of a bar or pub.

BEER GEEK

THE TERM BEER GEEK IS BY NO MEANS DEROGATORY TOWARDS THE BEER FAITHFUL TO WHOM IT APPLIES. A BEER GEEK IS PERHAPS BETTER THOUGHT OF AS A DEVOTEE OF ALL BEVERAGES, WHETHER THEY BE GRAIN OR GRAPE. IN FACT, THIS DEMOGRAPHIC IS WHAT GIVES GOOD BEER WEEK THE PLATFORM TO BE DARING WITH ITS PROGRAMMING. WITHOUT THEM, THIS FESTIVAL PROBABLY WOULDN'T HAVE STARTED.

This stream allows the program to push the limits of what good beer is, through new beer recipes, products, collaboration brews and truly out there events. It's the home of cocktail and spirits events, and is a program that delivers the amazing and unexpected with an audience that isn't shy with its opinions! This stream also includes events for home brewers - another group that tends not to be shy with its opinions. That means it will be home to events such as live brews, brewing demonstrations and opportunities to meet professional brewers who began as home brewers to learn about their transition from amateur to professional.

Examples of successful events within the Beer Geek stream.

GARAGE PROJECT LAB AT FORESTERS PUB AND DINING: \$79

Beer geekery need not be dry. As part of hosting Pint of Origin New Zealand, Foresters joined forces with their mates at Garage Project to show off the best of the brewery's unique beer tricks, from a flat white style beer, to three-tone beer cocktails, to using dry ice and hot poker.

For the ticket price, attendees got beers and a show, as Garage Project staff showed off all their magic tricks and samples were offered of each unique beer. A creative event proving that beer geeks can bring the fun too!

BEERSPRESSO! AT TALLBOY AND MOOSE: \$39.00

As a new brewbar on the Melbourne scene, Tallboy and Moose did a fantastic job of standing out in the GBW17 program, by inviting seven other breweries to team up with their local roastery for a beer and coffee fest that people couldn't get enough of.

Across two sessions on one day, the eight breweries and coffee roasters presented their coffee beers to attendees, with tasters of everything included in the ticket price. An event that gained significant traction thanks to the power of working with multiple breweries and local vendors, making use of their promotional channels.

BEER LOVER

A woman with long brown hair, smiling, is holding a glass of beer. She is standing next to a brown llama. The background is a blurred festival or fair setting with warm lights and other people.

A BEER LOVER IS SOMEONE WHO HAS ALREADY EMBRACED GOOD BEER. THEY HAVE MOVED ENTIRELY AWAY FROM DRINKING MAINSTREAM LAGERS INTO THE WORLD OF MICROBREWS AND/OR QUALITY IMPORTED BEERS. THEY ARE LIKELY TO BE FAMILIAR WITH A NUMBER OF LOCAL BREWERIES AND CRAFT BEER-FOCUSED PUBS AND BARS. THEIR CHOICE OF BEER IS IMPORTANT TO THEM AND THEY ARE LIKELY TO ENCOURAGE OTHERS TO TRY THE BEERS THEY ENJOY.

Events within this stream typically require some prior understanding of the beers on offer. Many feature guest brewers from around Australia and overseas talking about their beers and breweries. In saying that, this stream is also a perfect place for those just starting to dip their feet in world of good beer, while they discover their favourite new brewery, beer style, or venue.

Examples of successful events within the Beer Lover stream.

ABBHEY COLLABY VII: THE HOEDOWN AT MOON DOG BREWERY: FREE ENTRY

The yearly Abbey Collaby event with Moon Dog, Mountain Goat and CUB proves that repeat events can work, but they're even better if you mix it up.

For the seventh year, the Collaby was moved to Moon Dog, and they added a petting zoo and spit roast to the day's festivities. If you're keen to do a successful event again, follow their lead and change things up to keep it fresh and keep people coming back for more.

FREDDIES GOES STATESIDE AT FREDDIE WIMPOLES: FREE ENTRY

Tap takeovers are a great way to get involved with Good Beer Week, but they're best when used as a chance to get some really unique or rare beers on tap.

Freddie Wimpoles in St Kilda followed this approach, getting speciality Stone and Brooklyn beers on tap, including some for the first time in Australia. This weeklong event was well received as they had enough kegs to keep it fresh and interesting all week, as well as adding food specials and spot prizes for beer lovers.

BOATROCKER BEER SCHOOL

BOATROCKER BEER SCHOOL IS FOR PEOPLE WHO EMBRACE THE OPPORTUNITY TO LEARN MORE ABOUT BEER. WHETHER THAT BE STARTING AT THE VERY BEGINNING AND TAKING THEIR VERY FIRST STEPS OUTSIDE OF THE WORLD OF MAINSTREAM LAGERS, OR EDUCATING THEMSELVES ON AN ELEMENT THEY MIGHT NOT HAVE EXPLORED BEFORE, SUCH AS BEER AND FOOD MATCHING OR WILD BEERS.

If you are a brewery, venue, chef, or beer expert who would like to get involved in the Boatrocker Beer School curated program for 2018, get in touch with the Good Beer Week team to discuss opportunities.

Examples of Boatrocker Beer School sessions.

CUT, CONTRAST & COMPLEMENT

Boatrocker founder Matt Houghton and Merricote head chef Rob Kabboord teamed up to explore how beer and food matching can be taken even further, by cutting, contrasting, or complementing flavours and textures. This informal and interactive class gave people a chance to try different beers against flavours including sweet, sour, bitter, salty and umami.

THE KETTLE SOUR POWER HOUR

Kiwi brewer Kelly Ryan of Wellington's Fork & Brewer took attendees through a tasting and education session of kettle soured beers, focusing on the unique process that allows brewers to sour a beer through the use of *Brettanomyces* and other bacteria.

NB: Boatrocker Beer School is a consumer facing curated program. For trade focused education, see the Cryer Malt Trade Hub information on pages 6-7.



WHAT YOU GET

YOUR OWN EVENT REGISTRATION PORTAL ONLINE

- Register multiple events at once through our online event registration and payment portal.
- Receive automated emails to remind you when print and web content is due.
- Live previews of your event listing online and in print format for you to review and approve prior to publication.
- Live access to your event listings to update event images, venue opening times, menus, tap lists and special event updates.
- Track live event views for each of your events.

MARKETING THROUGH GOODBEERWEEK.COM.AU

- Event listing with 100 words of copy, venue address coded to our geotagged Google Maps integration, event running times, dates, your logo and supporting partners, social sharing options.
- Official “Good Beer Week” event webtile for you to publish on your own website to hyperlink to your unique URL promoting your event.
- Option to purchase the Good Beer Week “**Bumper Pack**” to further promote your event. See page 19 for details.

PRINT PROMOTION AND SUPPORT

- Event listing with 50 words of copy, support image and event running times and dates.
- A3 official “Good Beer Week” venue poster to display on premise and window decals.
- Official “Good Beer Week” beer coasters.
- Official “Good Beer Week” print programs delivered to your venue for further in store promotion.

ONLINE TICKETING SUPPORT

- Good Beer Week manages all ticket sales for events through goodbeerweek.com.au. This streamlines the process for the festival, event hosts and attendees.
- Good Beer Week DOES NOT take a percentage of your nominated ticket price. Instead we add a small fee to each ticket to cover bank fees and administration costs. (See ticketing booking fee structure on page 16)
- You are relieved of the duty of the administrative task of selling and monitoring ticket sales.
- You retain complete control to cease ticket sales when you need to.
- Track ticket sales live.



WHAT YOU GET

ONLINE TICKETING SUPPORT> CONTINUED

- Printable door list(s) to use for front of house at your event(s).
- Instant emails sent to you when a ticket purchaser has specific dietary requirements.
- Automated email notification when your event has sold out.
- Regular updates on your private online portal dashboard in which Good Beer Week will post new notification and information to keep you up to date with new announcements and features on the website as well as tips and hints on how to sell out your event.
- Phone support.
- Dedicated VenOps ticketing app for venues.

PLEASE NOTE: *The arrangement with our financial institution will see all income from ticket sales held until after the festival. All funds collected through ticket sales will be passed on to event hosts a week after the completion of the festival on 20 May 2018. *By agreeing to allow Good Beer Week to sell tickets on your behalf, please be 100 per cent clear on the ticketing process.*

- Tickets will go on sale to the public from 9AM, March 22, 2018. Booking fees are included in the advertised ticket price and are calculated on a sliding scale. Please note booking fees are not charged for free events that require registration to attend.
- It is a requirement for event hosts to allocate two tickets for each event you run during Good Beer Week to the festival organisers for marketing, sponsorship and media purposes. Please do NOT include these two tickets in the total number of tickets available for sale to the public when you register your event(s) online.
- You cannot advertise more tickets for sale than your selected event allows. See Event Registration Fee guidelines for clarification on page 20.
- When multiple parties take part in an event, it is the event host's responsibility to distribute ticketing income to each party appropriately. Good Beer Week will only accept the payment and invoice details for the person/venue who registers the event online and will only pay ticketing income to that payee at the end of the festival. No split bills!



TICKETING BOOKING FEES

TO BE ABLE TO PROVIDE YOU WITH THIS EXCEPTIONAL CUSTOM ONLINE EVENT MANAGEMENT PORTAL, GOOD BEER WEEK CHARGES BELOW MARKET RATE BOOKING FEES ON TICKETS TO COVER BANK CHARGES AND ADMINISTRATION COSTS.

We include the booking fee in the advertised price online and in print. In other words, the ticket price that buyers will see is the total cost, inclusive of all fees and GST.

To be competitive against other online ticketing systems we have a sliding scale fee structure.

TICKET PRICE

FREE

\$00.1 - \$24.99

\$25.00 - \$49.99

\$50.00 - \$74.99

\$75.00 +

BOOKING FEE

NONE

\$2 FEE

\$3 FEE

\$4 FEE

\$5 FEE

If your event ticket price is \$24, it will be advertised as \$26.

You will receive the full \$24.

When registering an event and entering your ticket price the online portal will automatically add the booking fee on top.



SUPPORT FROM US

- Public relations support from the amazing team at Zilla and Brook: 4.8million in PR audience reach in 2017.
- Regular updates through our social network (Twitter, Facebook and Instagram) and databases. Digital reach of 40k.
- Support through Good Beer Week media partners.
- Media releases sent to beer, bar, brewing, and hospitality publications, and the wider media.
- Street poster campaigns throughout Melbourne.
- Access to targeted digital direct marketing to good beer lovers and enthusiasts through our mailing list.
- Phone support.

MARKETING

- Your own event landing page on goodbeerweek.com.au with a unique URL to promote your event through social media.
- 50 word event listing, with support page in the 2018 Good Beer Week print program guide of events. 60k distribution national.
- 100 word event listing with support page and partner(s) logos published on goodbeerweek.com.au
- Official Good Beer Week programs delivered to your venue / nominated address.
- Official Good Beer Week venue poster and window decal.
- Official Good Beer Week web tile and banner to be published on your website, with a hyperlink to your event landing page on goodbeerweek.com.au
- Good Beer Week logo to use with your own event promotion.
- Good Beer Week beer coasters.

INDUSTRY AND EVENT SUPPORT

The Good Beer Week Committee has some extraordinary and passionate members who have a fantastic range of skills that can assist you with any of the following:

- Advice on beer lists, beer and food matching.
- Staff training to get ready for Good Beer Week.
- Social media consultancy to get the best out of your public profile and promotion.
- Connections to breweries across Australia and Internationally.
- Understanding of Public Relations and how to get coverage for your event.
- Branding and defining your key marketing messages and strategy.

If you are interested in any of the above services, please contact info@goodbeerweek.com or call 0437 799 552.



HOW TO TAKE PART

WHAT GOOD BEER WEEK NEEDS FROM YOU

- Sign up at www.goodbeerweek.com.au and click on the EVENT LOG IN in section.
- If you have registered online for previous festivals, you will need to sign up with a new log in.
- Please use a generic business email, for example info@ so all parties can access the emails we send to you. If a member of your team uses a personal email or leaves the company, important information may be missed.
- Fill in the online event submissions form. You must include a venue, date, time and event stream. You will be guided step-by-step through the process by our custom built registration process. If a venue participated in 2017, their venue details will already be in the system. You will simply need to select it from the drop down list. If your venue is not on the list then you can add a new one.

PLEASE NOTE: Please confirm with all participating parties that they agree to host/provide product for the event. We have had events cancelled at the 11th hour as not all parties have known about the event.

- You do not need to know 100% of the event details until your event has been approved by the Good Beer Week committee. Once approved, you have until January 31 to finalise all details. We need to know your vision and grand plans for 2018 so we can look at the wider programming and make sure there aren't clashes or similar events held on the same day.
- Make payment for your event as described online.
- Registration is NOT complete until payment is received.

WHEN SUBMITTING AN EVENT YOU AGREE TO PROVIDE GOOD BEER WEEK WITH THE FOLLOWING:

- Two tickets to each event submitted. These tickets will be used for publicity reasons, i.e media, bloggers/writers, photographers, or for competitions. If your tickets are not allocated by Good Beer Week we will release these at the beginning of May for you to on sell.

WHAT NEXT?

- Once event registrations close, events will be reviewed.
- You will be notified by the Good Beer Week committee if your event has been accepted into the program by November 10, 2017.
- Events not accepted into the 2018 program will be given feedback as to how the event can be improved or sit more closely within the Good Beer Week Charter for a second assessment round.
- If your event is not accepted into the 2018 program, you will be refunded your registration fee minus 10% administration fee.

REGO FEES

TYPE OF EVENT	CAPACITY	BASE FEES (ALL EX GST)	TICKETED EVENTS*
INTIMATE EVENT	0 - 30 ATTENDEES	\$370 + GST	-\$50 + GST
BOTTLE SHOP EVENT	ANY CAPACITY	\$370 + GST	-\$50 + GST
STANDARD METRO EVENT	31 - 200 ATTENDEES	\$630 + GST	-\$100 + GST
LARGE EVENT	201 -1000 ATTENDEES PER SESSION	\$1550 + GST	-\$500 + GST
REGIONAL EVENT	0 - 1000 ATTENDEES	\$370 + GST	
WEEKLONG EVENT	ANY CAPACITY MUST BE EVERY DAY OF FESTIVAL	\$790 + GST	-\$150 + GST
MULTIPLE DAY EVENT	ADD AN EXTRA DAY TO YOUR INTIMATE, REGIONAL, BOTTLE SHOP OR STANDARD EVENT REGO LISTING	\$125+ GST	

***PLEASE NOTE A DISCOUNT IS APPLIED TO TICKETED EVENTS:** There is a booking fee added to each ticket to cover administration costs.

*** * PLEASE NOTE FOR WEEKLONG:** You must host the same event each day of the festival to claim this fee. If you are running different events throughout the week, you must register each one separately. You will receive one listing in the print program and your online listing will be grouped with events running each day of the festival. If you would like to run the same event across a few days, add extra day/s by ticking the appropriate box after selecting your event size.

MARKETING BUMPER PACK: You can upgrade your event registration package to the Bumper Pack to include additional marketing benefits. The price for the below package is a doubling of your registration fee. Eg An intimate event marketing package would cost \$740 EX GST. You can select this option when you register online. If your event is not accepted in the program, this will be refunded.

1. Listed as featured event for one week on www.goodbeerweek.com.au *Exclusive offer, can not be purchased at a later time.
2. Double section event page listing in the print program
3. Main editorial- 100 words + support image and hyperlink in GBW Electronic Newsletter. *GBW will discuss with you publication dates.
4. Dedicated social media post across Good Beer Week social channels, reaching 25,000+ followers.

Want more information? Contact info@goodbeerweek.com or phone 0437799552 to discuss options.

CHEERS FROM THE GOOD BEER WEEK TEAM. BRING ON MAY 2018!