

Newcastle Craft Beer Week

2014

Event

Information

& Guidelines



NEWCASTLE
HERALD

theherald.com.au

Like a lot of good ideas, this one came together over one or two good beers. Commencing in 2011 Newcastle Craft Beer Week (NCBW) has positioned itself as one of the key events in the Australian Craft Beer diary. In 2011-2012 the week took place in mid to late November, but this is a very crowded period of the year for brewers and also the start of the very busy festive season for on & off premise venues.

So the decision has been taken to shift the timing to late Feb/early March (20th Feb - 2nd March 2014) - a time of year where NCBW can stand alone and achieve maximum impact.

In 2012 NCBW grew to host just under 40 events across 16 venues. The rise & rise of craft beer's popularity since the last NCBW has been a phenomenon & Newcastle & the Hunter Region has been at the forefront of the Australian craft beer movement. New craft focused venues have opened and more and more suburban hotels/bars/bottleshops & restaurants have given craft more shelf space.

So with NEW event timing comes NEW opportunities to further strengthen the great reputation that already exists for NEWCASTLE as a centre for craft beer in Australia.



Tuesday 15th October -
Full Meeting of ALL interested parties
(Brewers/Venues/Media/Partners)
Fort Scratchley Multi purpose centre
EVENT SUBMISSIONS OPEN

Friday 15th November -
EVENT SUBMISSIONS CLOSE

Saturday 16th - Wednesday 20th November
**EVENT SUBMISSIONS REVIEWED +
VENUE CONSULATATION PROCESS**

Thursday 21st November
VENUES NOTIFIED OF PLACEMENT IN NCBW

Thursday 28th November
ALL EVENT INFORMATION FINALISED FOR WEBSITE & PRINT

Monday 2nd December -
Website Events live & selling online

EARLY FEB - (TBC)
EVENT PROGRAM INSERTED INTO NEWCASTLE HERALD

**Thursday 20th Feb - Official Launch Event @ Fort Scratchley
(Taste in the tunnels feat' local brewers)**

Wednesday 26th Feb - NCBW Official Dinner - Venue TBC

Friday 28th Feb - NCBW Craft Beer Showcase -
Newcastle Mall 4pm - 7/8pm (Details TBC)

Friday 28th Feb - Sunday 2nd March -
NCBW Stand @ 2014 Newcastle Regional Show

Sunday 2nd March - Warner's @ the Bay Beer Festival -
Warners Bay

Key Dates



NCBW AGENDA

NCBW is a curated festival that takes place one week of the year. It is coordinated and governed by the NCBW committee and is centred around:

- Events that showcase good beer in its many forms held at venues and breweries in Newcastle & the Hunter Region.
- Consumer education events.
- Beer and Food Matching dinners
- Industry events/festivals

NCBW seeks to attract both industry professionals and existing enthusiasts, but perhaps more importantly, to engage the general public in appreciating good beer and the cultural and social possibilities surrounding it.

Why Now?

The current rapid growth in the production and sales of both domestic and imported craft beer highlights the huge interest across Australia. Consumers are spoilt for choice with thousands of domestic and imported beers available. Australia, and in particular Newcastle, is a hub of excitement and activity, which is why NCBW was a festival that had to happen.

Background

The purpose of NCBW is to promote, educate and celebrate all things good about good beer.



DEFINITION OF CRAFT BEER

It is acknowledged that the definition of “Craft Beer” is ultimately a subjective one, and is analogous to the notion of “Fine Wine”. As with Fine Wine, Craft Beer can originate from both small and large operations.

To be considered “Craft Beer, at least three of the following descriptions must be associated with your event.

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



Event Eligibility Criteria

Events can only be approved for inclusion in the NCBW Program if they support the purpose of NCBW and its agenda.

When planning your event keep in mind the values of the festival listed below. If your event meets two or more of these criteria then your event is more likely to be accepted into the 2014 Program.

- 1) Events must centrally feature the appreciation of good beer and also actively practice and promote the responsible service and use of alcohol.
- 2) Venues during NCBW must feature additional special programming distinct from their normal operation throughout the year. For example special offerings or activities.
- 3) Offer beer and food matching experiences
- 4) Offer educational forums for “Craft Beer” enthusiasts to discuss, debate and learn about “Craft Beer”.

Please Note

Only venues running events as part of the approved NCBW program can use the term Newcastle Craft Beer Week and any associated marketing materials. The NCBW committee reserves the right to prevent use of its trademarked name for any unauthorised events and / or associated materials.



Terms and Conditions

When submitting an event you agree to provide NCBW with the following:

- Two tickets to each event submitted. These tickets will be used for publicity, i.e. media, beer bloggers/writers, photographers, or for competitions.

ALL EVENT SUBMISSIONS TO BE EMAILED TO;
events@newcastlecraftbeerweek.com

Event Registration Fees

1 Event - \$530

Unlimited Events - \$680

(Inclusive of T22 advertisement valued at \$330 into NCBW official program in Newcastle Herald)

Official Event Partner - \$1100

Unlimited Events PLUS logo placement on NCBW website homepage & all NCBW official POS
(Inclusive of T24 advertisement valued at \$550 into NCBW official program in Newcastle Herald)

T84 (full page) advertisements are also available for the addition of \$1210 or (\$990 Event Partners)

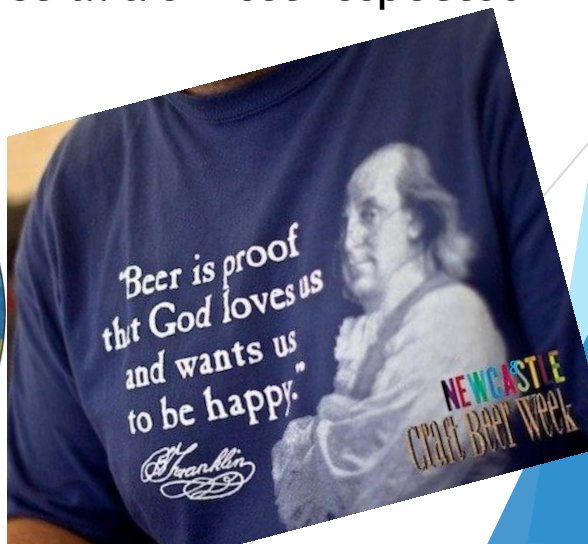
The Herald will run 2 quarter page ads in EGN (\$4,000 value) to promote the Event and 50,000 impressions on www.theherald.com.au (\$2,500 value) to assist in promotion.



Why be Involved?

By being part of the NCBW program you can:

- Raise the profile of your business through the NCBW marketing campaign, 2014 program and our aggressive social media engagement program.
- Trial that original event idea you have always wanted to do on a low risk platform.
- Be seen to be part of a fast-growing industry and community based around craft beer here in Australia, and internationally.
- Educate consumers about your business and what it has to offer.
- Gain insight into existing customers' brand perception in real time.
- Expose your brand and products to a captive and interested audience and potentially establish a new customer base.
- Educate and expose your staff to beer styles and trends through our industry benefits program.
- Profile your business in the 2014 NCBW Program and the festival's website.
- Be part of the one of Australia's most respected annual beer events.



What you get

- Advertisement in Newcastle Herald [NCBW Liftout]
- Venue profiled on the NEW NCBW website
- NCBW POS i.e. Posters & coasters
- Exposure via media partners, Newcastle Herald, Crafty Pint, & Australian Brews News
- Online Bookings facilitation. (ticketbooth.com.au)
See Attached Proposal
- Exposure at the NCBW stand @ the 2014 Newcastle Regional Show
- Media releases sent to beer, bar, brewing and drinks industry publications

Industry and event support

The NCBW 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 NCBW.
- Social Media consultancy to get the best out of public profile and promotion
- Connections to breweries across Australia and internationally. We are currently compiling a list of attending brewers and how to contact them, so feel free to get in touch if you have an event that would benefit from brewer representation.
- Understanding Public Relations and how to break through the noise.
- Branding and defining your key marketing messages and strategy.

If you are interested in any of the above services, please contact info@newcastlecraftbeerweek.com



What do you get?

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Existing account balance	\$221.65	
Income		
Murrays NCBW Official Partner (External)		\$1,000.00
Potters NCBW Official Partner (Venue)		\$700.00
Clarendon NCBW Official Partner (Venue)		\$700.00
Dockyard Venue Contributions (Unlimited Events)		\$350.00
Bar Petite Venue Contributions (Unlimited Events)		\$350.00
Newcastle Yacht Club Venue Contributions (Single Event)		\$250.00
Warners Venue Contributions (Single Event)		\$250.00
Albion Hotel NCBW Official Partner (Venue)		\$700.00
Hotel Delany Venue Contributions (Unlimited Events)		\$350.00
Burwood Venue Contributions (Single Event)		\$250.00
Prince of Wales NCBW Official Partner (Venue)		\$700.00
Mary Ellen NCBW Official Partner (Venue)		\$700.00
Commercial Morpeth Venue Contributions (Unlimited Events)		\$350.00
The Landing Venue Contributions (Single Event)		\$250.00
The Terrace Venue Contributions (Unlimited Events)		\$350.00
Silo Venue Contributions (Unlimited Events)		\$350.00
Great Northern Venue Contributions (Single Event)		\$250.00
Monday2Sunday Sponsorship (NCBW Website Advert')		\$385.00
Merchandise sales		\$265.00
Northern Star Venue Contributions (Single Event)		\$250.00
Stag & Hunter Venue Contributions (Single Event)		\$250.00
Merchandise sales		\$775.00
	Total Income	\$9,775.00
Expenses		
Merchandise deposit	\$3,341.25	
Bank Account fees	\$3.60	
Merchandise balance	\$3,341.25	
Bank Account fees	\$3.60	
NCBW Company set up fees	\$615.25	
Ryan Signs (Banners)	\$1,243.00	
Bank Account fees	\$5.40	
Oxyblu media (Logo Design)	\$35.00	
Coasters	\$616.00	
The Herald advertisement	\$1,000.00	
	Total expense	\$10,204.35
	Balance	-\$207.70



Contact

info@newcastlecraftbeerweek.com

Event Submissions

events@newcastlecraftbeerweek.com

Newcastle Craft Beer Week Committee

> Chris McNamara
(Executive Officer - Craft Beer Industry Assoc')

> Mark Mead
(Manager Warners @ the Bay Bottle Shop)

> Keith Grice
(Head Brewer - Hunter Beer Co.)

> Shawn Sherlock
(Head Brewer - Murrays Craft Brewing Co.)

> Lachlan MacBean
(Owner - Grainfed Brewing Co.)

> Corey Crooks
(Grain Store Newcastle)

Newcastle Craft Beer Week is managed and operated by the not for profit company Newcastle Craft Beer Week Pty Ltd
CHEERS FROM THE NCBW TEAM
Looking forward to February 2014!

Contacts

