



Partnering with Brew Happy



Sponsorship

Spotlight your brand, and your products. Join us as we speak to thousands of listeners every week! Podcasts are experiencing a recent surge in interest, and have been gaining rapidly in popularity since the early 2000's. The Brew Happy Show launched its pilot run in late 2009 early 2010, maintained a media presence as a local Televised adaptation on Portland Community Media, and gained popularity being available on every major Listening App (iTunes, Spotify, Stitcher, TuneIn, Google Play, Overcast, etc.), since it's relaunch in 2012, as a weekly podcast.

The ground work is already laid. We've connected with many people and businesses over the years. The Brew Happy Show has always been active in the craft beer community interviewing known people in the industry and connecting with hundreds of brands, many we've watched grow over the years. Including you!

Our audience is comprised generally of people who love beer, in the age range of 25-45, both professionals in the industry as well as the average consumer. Many are local to the Pacific Northwest according to direct feedback, over three quarters of our audience is in the United States with interest rising outside of the country. These are people who listen to our Podcast while walking their dog, driving to work, or when they travel far and wide to learn more about their beer destinations.

**First time Sponsors get a FREE commercial spot,
when you sign up for 6 months or more!**

*Check out The Brew Happy Show @ www.brewhappypodcast.com or listen on ...
...iTunes, Spotify, Stitcher Radio, TuneIn, or your favorite listening app where podcasts are found.*



Sponsorship Packages:

Sponsorship is the best way to support the show. With continued sponsorship we can thrive together. The ability to plan on resources for advertising pushes and other marketing increases our audience and impressions. Here's how it works:

Incremental: You can choose to sponsor an episode of The Brew Happy Show (podcast) for blocks of 3 months, 6 months, or 9 months at a time.

At the *Incremental Sponsorship* level, services become available to you as part of your package. Pricing breaks down to **\$25/per episode** (i.e. \$100-\$125 for a block of 4-5 episodes a month).

- *A Sponsorship Plug* lets our listeners know who is helping us make the shows they love. We express our gratitude at the beginning and end of each episode.
- *Guest Spot* can be more impactful getting a message out from the source.

Sustainer: This is really the best way to help our little show grow into a global sensation. With Sustaining Sponsorship packages available in 12 month, and 6 month packages.

At the *Sustainer Sponsorship* level, other additional services become available to you as part of your package. Pricing of **\$1200 for a Full Year** (Savings of \$100)!

- *Commercial Advertising* blocks would include 1 custom Commercial Advertisement for you business.
- *Promotions Bundle* for your business can be bundled into other Promos we run with our other partners like a local brewers clubs, events, or Growler Werks, Cognitive Surplus, Coalition Brewing, and others. Just let us know what you have in mind, so we can customize to fit your needs.

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Grow with us. Join our listeners every week!



With active listeners in the U.S. (approx 40,000/mo) we have hundreds of audience members all over the world with their eye on the Portland beer scene, home brewer and professional alike. With people traveling near and far across the globe, the brands they seek out are going to be the ones they are already familiar with. Allow us to introduce you to them and help you cement your presence in the local market.



Our Portland based show is a resource for beer fans everywhere!

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Other Services

The Brew Happy Show needs individual brands interested in helping our Podcast grow and reach out to more listeners. There are many breweries and other consumers that need help with distribution, supplies, packaging, events, marketing, and more. We can help you reach out as The Brew Happy Show expands into more media.

- **Advertising:** Commercial packages are a fun way to cement brand recognition. Many members of our audience are travelers far and wide. When they leave their home in search of products at a store or bar, whether close to home or traveling abroad, they are more likely to pick an option they are familiar with. The Brew Happy Show may not talk about your brand on every show. But, with a 30-60 second commercial our listeners are sure to hear about you every show for as long as you want. Obviously this can be paired with a Promo package as well. (Pre-Roll and Mid-Roll pricing available)



- **Promos:** Promotional Incentive offers give our audience a great deal to pursue.

This one is small, simple, and costs no money. A discount for people who mention "Brew Happy" when they come to your location to spend money. This can be a \$1 off a beer, or a percentage off a bar tab, giftcard, or a promotional idea of your own to entice members of our audience to patronize your establishment. This not only gives our audience incentive to keep listening, but incentive to seek out a great deal at your business. (This is a mutually beneficial agreement and some Promos cost nothing to get involved!)

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- **Events & Access:** Promote your brand's events, releases, and other information by sharing with us on social media or even invite us. With so many beer events and limited resources, it can be hard to keep up. Our field reporters are happy to help with media of all kinds or we can participate with our own table of fun, including the Wheel of Craft Beer! Going out to these events gives us content to share with our audience and bragging rights on Social Media.



- **Co-Branding:** When you Co-Brand with us on merchandise and other schwag, it helps establish brand recognition. Consumers will see your see your logo, again and again. They will know that we advocate for one another. This creates positive associations for them to draw from the next time they make a purchasing decision. There will be different opportunities, T-shirts, Brochures, Flyers, and others places for a Brand's Logo to appear beside our own.

- **Video Puff:** Additionally, video content supporting your product line is a great way to boost visibility. If you need a small 10 minute promotional video, or visual media coverage for your event, or even product reviews. By providing Brew Happy with occasional samples, we can share our experience with our audience. The Brew Happy Show supports the craft beer industry, and the hard working artisans that create.



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