



Events Submission Guidelines

About L.A. Beer Week

The 10th Annual L.A. Beer Week is organized by the Los Angeles County Brewers Guild and is the premier celebration of all things craft beer in Los Angeles County. Festivities commence with the L.A. Beer Week Kickoff Festival (a 3,500 person event) and continues with hundreds of events at L.A.'s best bars, restaurants, breweries, and venues.

This guide is meant to help you navigate through the event creation and submission process. Our goal is to continue to strengthen our beer community one awesome event at a time help us make this an epic 9-day celebration of beer culture!

What's all the fuss about?

L.A. Beer Week supports the craft brewing industry through a series of curated events across L.A. County. This week is a great vehicle to push your company's marketing initiatives through thoughtful consumer engagement. Beer Week participants are avid consumers with a heightened awareness of brands and products they love to support.

Participating in L.A. Beer Week brings great exposure to your company and ensures the longevity of craft beer in our vast and often oversaturated city. We encourage you to think outside of the box to curate some truly unique experiences that boost craft beer awareness; be it hyper-localized to L.A. Brewers or with special guests from the diverse and ever-impressive lineup of domestic and international breweries who have helped shape L.A. beer culture into what it is today!

But what should my event be?

- Beer dinners, brunches, and/or pairing events
- Meet the Brewers Events
- Special Beer Releases and Tap Takeovers
- Flight Nights
- Brewery Open House or Tours
- Homebrewing Classes
- Collaborations with breweries or other businesses
- Bus Tours and Pub Crawls
- Educational Seminars
- Something completely new and exciting!

The Rules

Events must abide by the following rules and criteria in order to be approved for promotion on the L.A. Beer Week website. Individual event listings begin at \$25 per event . Sponsorship package holders are entitled to unlimited event listings at no additional cost. To become a sponsor, visit www.labeerweek.org/sponsors .

- Events must promote the independent craft brewing industry. This means throwing your support behind small, independent breweries from the U.S. and beyond who embody the spirit of craft beer or traditional brewing.
- Events may only occur between the dates of June 16th – June 24th, 2018.
- Events must comply with California ABC regulations if you aren't allowed to do something on a normal night, you still can't do it during L.A. Beer Week unless the proper permitting has been acquired.
- We urge you to think outside of the box to create unique and exciting events. With the wide variety of events happening this week, it's imperative to put in the extra effort to pull audiences to your events.
- L.A. Beer Week and the L.A. County Brewers Guild will not support events that are largely based on discounts, giveaways, or promote irresponsible consumption habits. It's just not what we stand for.
- We want to support as many events in our county as possible and have very few rules as to what your event should be. However, we do not support or allow macro brands to be featured on our website as they do not fit the spirit and vision of our organization.
- Each event listing is subject to an advertising or sponsorship fee, which constitutes L.A Beer Week's effort to fully comply with CA ABC regulations. L.A. Beer Week cannot publish, post, or promote events, unless the advertising is purchased.

How to Submit an Event:

- 1.Go to <http://labeerweek.org/eventssubmission/>
- 2.Select "Purchase an \$25 Event Listing"
- 3.Add the appropriate number of listings you want to your Cart
- 4.Proceed to Checkout (sponsors use applicable Coupon Codes)
- 5.Fill out billing details and Place Order
- 6.Fill out secure payment portal (Verified by Authorize.net)
- 7.You will then be directed to confirmation page which you can save for your records.
- 8.Check your email . The link to submit your event information is located inside it.
- 9.Submit your event information to the form and await moderation.
10. The 2018 L.A. Beer Week Events Calendar will go live no later than May 15th. All events submitted prior to May 15th will immediately available after that date. All events submitted after May 15th will be posted within 24 hours of submission.
11. Once your event has been approved, you can view it at:
www.labeerweek.dola.com

Support

Should you require any assistance, please feel free to reach out to us directly: <http://labeerweek.org/contact/>

Disclaimer:

L.A. Beer Week has the right to refuse service to anyone who undermines or compromises the integrity of the event and/or organization. L.A. Beer Week shall not be held responsible for events hosted by sponsors or third parties and maintains no control over any events or venues beyond the official L.A. Beer Week events as listed below.

June 16: L.A. Beer Week Kickoff Festival at L.A. Center Studios

June 21: Battle of the Guilds at Naja's Place

June 23: BFE Fest at Wolf Creek Brewery