

BREWLY NOTED BEER TRAIL



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ADVERTISING & DRIVING VALUE FOR YOUR BUSINESS

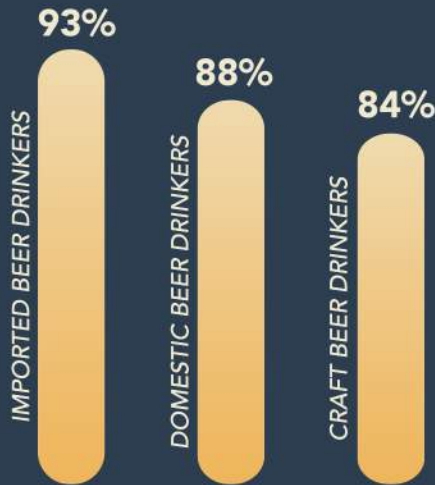
The Brewly Noted Beer trail encompasses a variety of mediums and channels to reach and expand the visitor experience for projected craft beer enthusiasts in the region. The Brewly Noted Beer Trail provides an experience for weaving together craft beer enthusiasts, Trailhead educational meetings and a vehicle for tourism in the region in a responsible manner. The Brewly Noted Beer Trail is the single source of information for East Tennessee and Southwest Virginia for craft beer enthusiasts.

MEDIUMS & CHANNELS INCLUDE:

- Trail logs & Stamps provided free to residents and visitors that wish to participate on the trail.
- 100% participation in all Tri-Cities brewers.
- Monthly rotating Trailhead meetings among the participating breweries for a unique educational experience
- 6 pack events featuring local craft events
- Social Media Channels for continual engagement
- Contests and Promotions



DEMOGRAPHICS

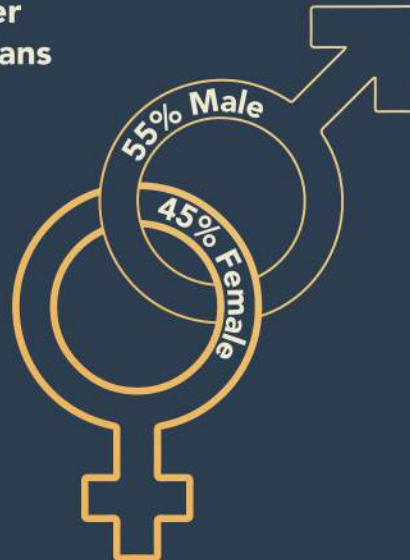


Discovery of new beers is popular with 93 percent of imported beer drinkers, 88 percent of domestic fans and 84 percent of craft beer consumers.

Individuals who support local and purchase patterns reflect buying local



Individuals with disposable income



CRAFT BEER ENTHUSIASTS

have found a way to appeal to...

40 percent of Gen Xers (highly educated with more disposable income between 34 to 54)

29 percent Baby Boomers (established in career or retirement with an appreciation of the craft aspect)

49 percent of Millennials (tech savvy in their 20's and 30's)



MONTHLY ADVERTISING OPPORTUNITIES

The Brewly Noted Beer trail is made up of locals and visitors interested in your services and offerings, tailored specifically to your audience. The website has 4,000 impressions per month.

Website Leaderboard (4 month minimum)	\$200
Website Side Banners (4 month minimum)	\$125
Trail log Front Side and Back Side (inside of each w/ run of 2000)	\$2500
Social Media Event Extensions (for qualifying events)	\$150

AD SPECS : Website Leaderboard Dimensions - 468 x 60
: Website Side Banners Dimensions - 250 x 250