



# 2017

## Brewery Membership

(For breweries & brew pubs)

### Information & Application

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#### **The Trail...**

The Finger Lakes Beer Trail promotes the growing craft brewing industry in the Finger Lakes, showcasing the region's microbreweries and brew pubs. The trail is comprised of over 100 craft brewers spanning roughly 210 miles across the central part of New York State from Rochester to Syracuse down to the Corning and Binghamton areas, resulting in a trail overflowing with natural beauty along which tourists and beer aficionados alike can enjoy an abundance of delicious locally brewed beers.

#### **Promoting Beer Tourism...**

With the craft beer industry growing at incredible rates, the desire to travel and discover another tasty brew has created an emerging market trend in tourism - **Beer Tourism**. Simply put, beer tourism represents the growing interest in craft beer – or “microbrews” – and the willingness to travel great distances to sample dozens of brews, meet the brewers, and learn how they turn grain, yeast and water into tasty regional suds.

The mission of the Finger Lakes Beer Trail is to increase the visibility and reputation of the region's craft brewing industry, and in doing so, attract more beer-loving tourists to the Finger Lakes Region.

#### **Proven Exposure...**

The Finger Lakes Beer Trail has established itself as a proven marketing and promotion vehicle for the region's craft brewing industry and the microbreweries that comprise the trail. The Trail has been featured in hundreds of television features (both local and non-local), radio programs, and local, regional, and national newspaper and magazine articles. Most notably the Finger Lakes Beer Trail has been featured in the The New York Times, The Wall Street Journal, Beer Advocate magazine, Chilled magazine, Yahoo! Travel, BBC Travel, the New York Daily News, and the Philadelphia Daily News.

In a September 2015 travel article, The New York Times stated that the Finger Lakes region “has long been a top destination for wine lovers, but the region is quickly becoming a haven for beer drinkers as well. It is home to 70 breweries, according to Finger Lakes Beer Trail, a local trade group, up from just 24 in 2011. Twelve more are scheduled to open in the next few months.” (note: the number of breweries along the trail today is over 100).

Beer Advocate magazine, which has a monthly readership of over 150,000, featured the Finger Lakes Beer Trail as a craft beer tourism destination alongside Portland, Maine; Grand Rapids, Michigan; and Atlanta, Georgia in its September 2014 issue.

In October 2014, The Wall Street Journal featured the Finger Lakes Beer Trail as one of “six road trips for foodies” alongside the Kentucky Bourbon Trail, the Hoosier Pie Trail, the New Hampshire Ice Cream Trail, and others.

And, in December 2015, the Wall Street Journal featured the Finger Lakes Beer Trail in an article about the growth of small-scale craft beverage producers in New York State. Joe Sixpack (aka Don Russell), weekly beer columnist for the Philadelphia Daily News, has written a number of articles about the Finger Lakes Beer Trail and lists it on his website as a recommended beer tourism destination.

## **Increased Visibility for your Business...**

There is no cost for breweries to be listed on the Finger Lakes Beer Trail's website as our goal is to be as comprehensive as possible in promoting the local brewing culture and industry to residents and tourists. However, we strongly encourage breweries and brew pubs along the trail to upgrade to a paid membership level so they can take advantage of increased benefits and opportunities for exposure.

The core means of marketing the Finger Lakes Beer Trail are:

- A rich and dynamic website that makes it easy for tourists to plan and map their excursions, featuring a location directory, travel information, suggested day trip itineraries, package deals, and calendar plug-in of brewery and craft beer related events imported from Facebook.
- An annual full-color print Trail map strategically placed in various tourist locations and visitors centers throughout the Finger Lakes, surrounding regions, and northeastern United States.
- Promotion of brewery news and events via major social media outlets such as Facebook and Twitter. Events are also pulled into the FLBT website via a calendar plug-in feature.

# 2017 Brewery Membership Structure

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For 2017, we have changed the structure of membership to reflect the changing needs of our brewery and brewing-related constituents. We've moved to move over to a Tier-based membership structure that allows breweries to pick and choose the exact level of membership that works best for them – one that fits within their financial capacity and aligns with their goals in terms for marketing exposure and business growth.

## **Basic Membership - Free**

- Location marker on Finger Lakes Beer Trail website map
- Listing in the online location directory
- Promotion of events via Facebook and Twitter

## **Tier 1 Membership - \$175.00**

- Location marker on Finger Lakes Beer Trail website map
- Listing in the online location directory
- Promotion of events via Facebook and Twitter
- Location marker on the 2017 Finger Lakes Beer Trail print map
- Inclusion in recommended day-trip itineraries

## Tier 2 Membership - \$425.00

- Location marker on Finger Lakes Beer Trail website map
- Listing in the online location directory
- Promotion of events via Facebook and Twitter
- Location marker on the 2017 Finger Lakes Beer Trail print map
- Single-size (1.5" x 1.5") ad on 2017 print map
- Single-size (125 x 125 pixels) ad on the Finger Lakes Beer Trail website
- Inclusion in recommended day-trip itineraries
- Priority inclusion in Trail promotions and programs (such as the Passport program and special group advertising deals).

## Tier 3 Membership - \$685.00

- Location marker on Finger Lakes Beer Trail website map
- Listing in the online location directory
- Promotion of events via Facebook and Twitter
- Location marker on the 2017 Finger Lakes Beer Trail print map
- Double-size (3.125" x 1.5") ad on 2017 print map
- Single-size (125 x 125 pixels) ad on the Finger Lakes Beer Trail website
- Inclusion in recommended day-trip itineraries
- Priority inclusion in Trail promotions and programs (such as the Passport program and special group advertising deals).

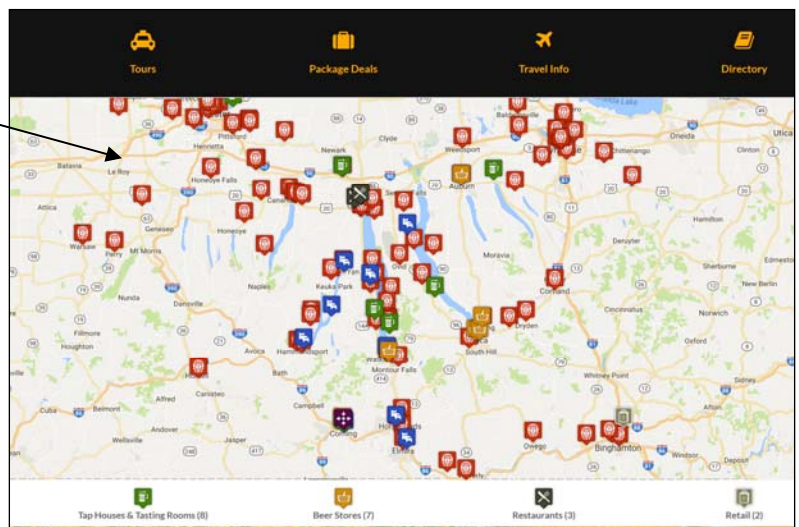
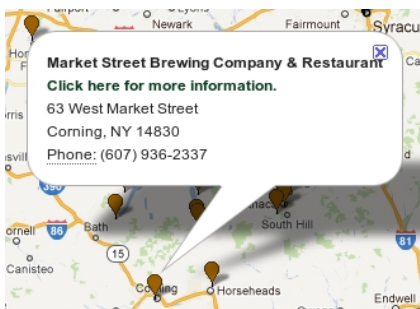
## Tier 4 Membership - \$1,095.00

- Location marker on Finger Lakes Beer Trail website map
- Listing in the online location directory
- Promotion of events via Facebook and Twitter
- Location marker on the 2017 Finger Lakes Beer Trail print map
- Quad-size (3.125" x 3.125") ad on 2017 print map
- Single-size (125 x 125 pixels) ad on the Finger Lakes Beer Trail website
- Inclusion in recommended day-trip itineraries
- Priority inclusion in Trail promotions and programs (such as the Passport program and special group advertising deals).

# Illustration of Membership Features

Location marker on the Finger Lakes Beer Trail website map

Pop-up box with location and contact information



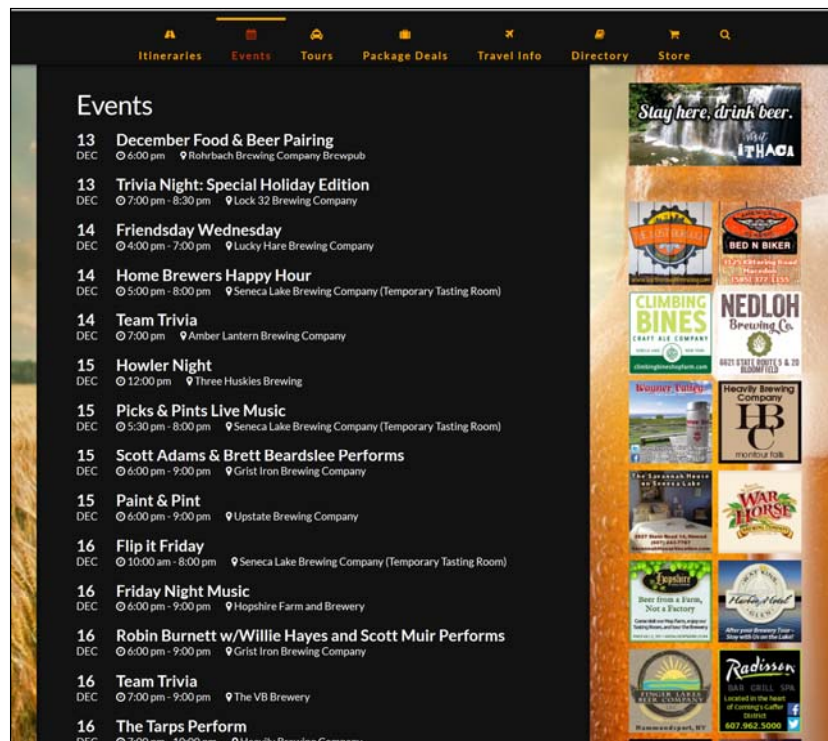
## Listing in the online location directory



125 x 125 pixel advertisement on the FLBT website

Promotion of brewery news and events on FLBT website and via major social media outlets such as Facebook and Twitter. As of December 2016, we have over 11,000 combined Facebook and Twitter fans and the number grows steadily every day.

Events are also pulled into the FLBT website via a calendar plug-in feature



Please Note: Starting in 2017, we will no longer be manually inputting events into the calendar section of the FLBT website. All events will be pulled in automatically from Facebook via a customized website plug-in.

Print map  
Double Ad



Single Ad

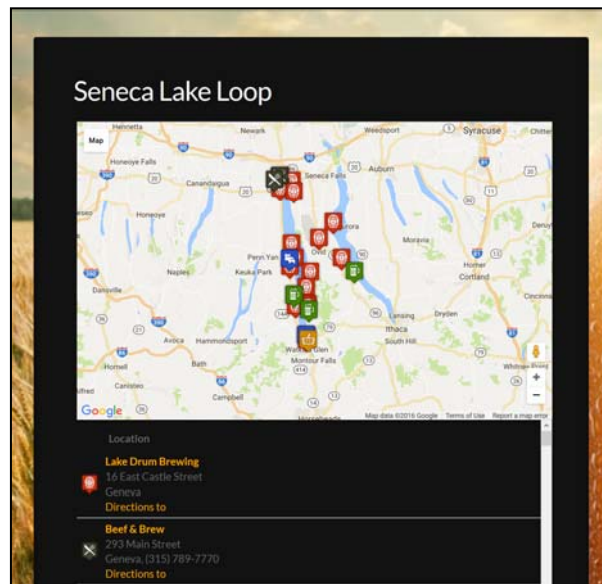
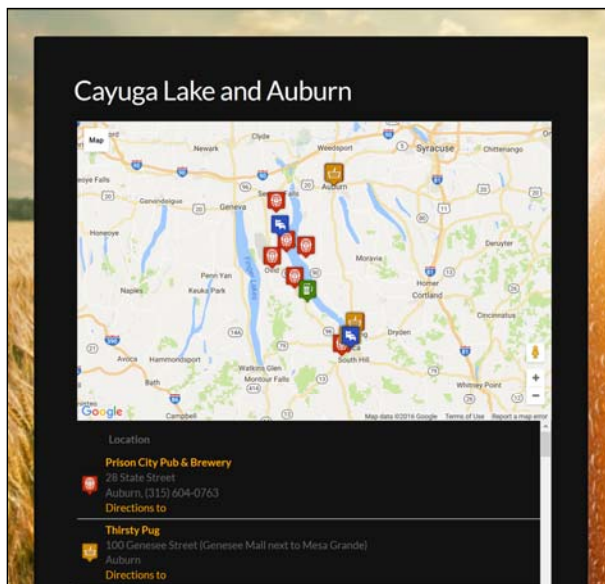
Quad Ad

Location marker on the Finger Lakes Beer Trail print map



For 2017, we will once again be producing 120,000 copies of the print map which will be distributed to breweries, tourism centers, hotels/motels, and other businesses throughout the Finger Lakes and surrounding regions. This year's distribution will reach into the Pennsylvania, New Jersey, Connecticut, Ohio, Massachusetts, New Hampshire, Rhode Island, Maryland, Northern Virginia, and West Virginia.

Inclusion in recommended day-trip itineraries:



These are just two sample itineraries, we currently have 12 suggested itineraries posted on the Finger Lakes Beer Trail website.

Priority inclusion in Trail promotions and programs, such as the Passport program and Finger Lakes Craft Beer Week:



## 2017 Membership Tiers by Comparison

	<b>Basic Brewery</b>	<b>Tier 1 Brewery</b>	<b>Tier 2 Brewery</b>	<b>Tier 3 Brewery</b>	<b>Tier 4 Brewery</b>	<b>Ala-carte ad rates</b>
	<b>FREE</b>	<b>\$175</b>	<b>\$425</b>	<b>\$685</b>	<b>\$1,095</b>	<b>See Below</b>
Location marker on the FLBT website map and listing in the online directory	X	X	X	X	X	
Promotion of events via website, Facebook, and Twitter	X	X	X	X	X	
Location marker on the 2017 print map *		X	X	X	X	One free with map ad
Single-size 1.5" x 1.5" ad on the 2017 print map			X			\$325
Double-size 3.125" x 1.5" ad on the 2017 print map				X		\$585
Quad-size 3.125" x 3.125" ad on the 2017 print map					X	\$995
125 x 125 pixel ad on the FLBT website (12 months)			X	X	X	\$275
Inclusion in recommended day-trip itineraries		X	X	X	X	
Priority inclusion in Trail promotions and programs, such as the Passport and special group advertising deals.			X	X	X	

\* Multiple Location Discount – For breweries that have multiple locations and/or satellite tasting rooms, your first location marker on the print map is covered by your membership. Each additional location marker will be \$125.00.

# Brewery Membership Response Form

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Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Membership Tier Level:

Tier One - \$175.00

Tier Three - \$685.00

Tier Two - \$425.00

Tier Four - \$1,095.00

Checks should be made payable to Finger Lakes Beer Trail Marketing & Tourism Associates. Other payment options are also available through PayPal, contact us for details.

Mail completed form to with payment to:

Finger Lakes Beer Trail

PO Box 494

Apalachin, NY 13732

or via e-mail to [Theresa@fingerlakesbeertrail.com](mailto:Theresa@fingerlakesbeertrail.com).

Once we receive your payment, we will contact you to obtain additional information and artwork for your website ad, if applicable.

Cancellation Policy: Membership fees are due at time of application and cover a 12-month period which commences when payment is received. Membership is automatically renewed on an annual basis unless cancelled in writing prior to next date of renewal. No refunds will be given for partial year memberships.



**FingerLakesBeerTrail.com**