

The Punxsutawney Groundhog Club Presents
Hogtoberfest

Craft Beer Festival

"Celebrating Spring with Phil"

Date: Saturday, May 27th 2017

Location: Gobbler's Knob, Punxsutawney PA

1 p.m. - 5 p.m.

Home Brew Competition will be held at 11 a.m. with the winners announced during the event.

Advanced Tickets: \$30

Designated Driver Ticket: \$10

Dear Brewery,

The Punxsutawney Groundhog Club is the 501 C3 Non-Profit Organization that hosts Groundhog Day with Punxsutawney Phil every February 2nd. We would like to invite you to participate in our third annual craft beer festival. We have many different ideas of how to make the event unique and stand out from other festivals. In years past, we have had two sessions. This year we are going to limit it to one session. The event will ideally be held outdoor but we have an indoor space available at the location as well in case of inclement weather.

- GHC

Levels of Participation

LAGER OPTION

Donation of Beer to Event with Representative

First Selection of Space at the Event (building, tent, or outdoor space)

Rotating Website Ad for the year on Micro Brew Festival Page on www.groundhog.org (*value of \$450*)

Logo, listing, and link to website, facebook, or anything brewery may choose on Micro Brew festival page on www.groundhog.org (*value of \$100*)

Logo listed on event Flyer as a featured brewery

Bock Option

Donation of Beer to Event

Rotating Website Ad for the year on Micro Brew Festival Page on www.groundhog.org (*value of \$450*)

Logo, listing, and link to website, facebook, or anything brewery may choose on Micro Brew festival page on www.groundhog.org (*value of \$100*)

Logo listed on event Flyer

Why did we include Website Advertising in our Options?

- ✓ The Groundhog Club is a 501 C3 Non-Profit Organization. We hold events like this to generate fund to put on Groundhog Day every February 2nd. As a non-profit every little bit helps.
- ✓ We have outstanding website traffic. Here are a few basic stats:
Unique visitors to the web site from January 1st to December 1st: 1.4 Million
Unique pages views from January 1st to December 1st: 3.4 Million
From January 1st- February 15th 2017 we received 3,424,283 ad impressions.

How were the previous years?

- ✓ We had 24 Micro Breweries, with over 70 beers there to be sampled. Not every brewery sent a rep. We do have volunteer pourers available.
- ✓ We had a BJCP sanctioned home brew competition. We will be having one again this year. We had over 70 entries for our second year. This increase by 25%.
- ✓ We had 125 attendees for the first session and we had 140 attendees for the second session. We feel combining the sessions will still provide a quality event and are confident that our attendance will grow this year and you will have your target market at your fingertips.

What we will have available for you if a Representative attends the event:

You know your beer the best, what better way to promote it then come and show your passion for the craft of brewing.

Our attendees have questions and would love to learn more!

- He or She will be able to enjoy the food we have available for the attendees.
- We will also have non-alcoholic drink options that your representatives can utilize if they desire.
- We have tables and chairs if you do not want to bring your own.
- We will be supplying the ice for the breweries.
- We will have people available for you to utilize for setting up and tearing down.
- The attendees will be receiving a sampler glass, you will not need to bring sample glasses unless if it is your preference.

DEADLINE FOR PARTICIPATION:

The sooner the better! We will be able to update our website information at any time, but are going to print with our posters mid-March. After the initial information for participation is submitted, we will contact for the rest of the necessary materials.

What makes Hogtoberfest different from other events?

- Punxsutawney Phil, of course! We have a tremendous reach and fan base for Phil. We will be doing a lot of PR to our fans!
- We provided a wide array of food for are attendees and showcase the popular Punxsy food staples!
- The atmosphere is fun and inviting! We have live music and a great rustic location with plenty of room for breweries and vendors.
- Our website provided a great opportunity for breweries to not only advertise to those that will attend the event, but ones that can access your brewery information and a make the trip to you at a different time!

Participation Form

Name of Brewery:

Contact Name:

Address:

Phone Number:

Email Address:

Website:

Participation Level (please select one):

LAGER OPTION

Bock Option

We Need More Information!

No thanks, we are not interested.

Please submit your information to:

The GHC, 200 W. Mahoning St. Suite 1 Punxsutawney PA 15767

director@ghogclub.com

Questions: Call 814-618-5591 or email the above address.

Please submit information by 3/20/17.