

Arizona Beer Week Event Submission Guidelines



**Restaurants & Bars...
We Want YOU!**

Want to Sponsor Arizona Beer Week?

Become an event sponsor (Strong Beer Fest; Official After Party) or sponsor the entire week of festivities! To find out about the many sponsorship opportunities available, contact Tiffany Shultz at 480.586.6711 or tiffany@levitateagency.com.

**We Want
You!**

What We'll Need:

Details on your events and promotions to be featured during Arizona Beer Week

Your company's website URL and high-resolution logo for promotional use

Your ideas! We want to know what you'd like to see on tap for next year's Arizona Beer Week!

**Questions?
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480.586.6711**

It's that time of year again! The whole state is buzzing about the 5th annual Arizona Beer Week celebration scheduled for Feb. 12 – 21, 2015, and the time has come for participating bars, restaurants and breweries to submit their events online for the annual statewide extravaganza.

This year's celebration is projected to be the biggest ever; not only because of the state's abundance of new breweries, but also because, for the first time ever, Arizona Beer "Week" has been extended to nine full days.

So, what do you do now, and how do you become part of nine days of fun? It's time to start planning your events. If you already have an event in mind, let us know. If you need some help, we're all ears! Submitting your events, promotions and Beer Week menus now will help ensure not only that they can be added to appropriate calendar listings on time, but that they can be appropriately promoted via statewide media placement and marketing.

ArizonaBeerWeek.com has been revamped, and in an effort to ensure all proper information for consumers is included, events can be added via the following formats.

Here's how to easily create and add your event to this year's lineup:

- Contact a distributor to add an event
- Contact an Arizona Craft Brewers Guild member brewery listed at www.craftbeeraz.com/
- Contact Tiffany Shultz at Tiffany@levitateagency.com or 480.586.6711 and we will get your event loaded.
- You can also [submit an event for review and approval here](#)

Once an event is created and approved, you'll be able to use the Arizona Beer Week logo and receive promotional materials. If you'd like your event to become a designated Premier Event, which includes extensive promotion and extras, contact Tiffany for more information at tiffany@levitateagency.com.

Suggestions for Events:

- Offer beer dinners, lunches, breakfasts and/or brunches
- Offer special beer flights by style, region, etc.
- Host "Meet the Brewer" nights
- Host an "Open Brew" day
- Design a pub crawl or bike, bus or walking tour
- Collaborate with nearby businesses, brewers & experts
- Host a home-brewing demonstration
- Be creative! We're open to anything that celebrates craft beer in Arizona.
- Host an educational event



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