



## **The Drink Local Nebraska campaign HAS ARRIVED!**

I look forward to helping amplify the DRINK LOCAL message this month and encourage Nebraskans and visitors to stop in to our breweries, cideries, craft bars, and retailers this October!

Any questions can be directed to Brianne Schuler at (402) 706-6470 or [Director@nebraska.beer](mailto:Director@nebraska.beer).

### **Take the Pledge**

Please take the "[drink local Nebraska pledge](#)" and spread the word to encourage your colleagues, patrons, family, and acquaintances to do so as well! The pledge is linked in our social media platforms and linked [here](#).

### **Drink Local Campaign Print/Digital Assets**

[You can access all of the print/digital assets via Google Drive](#). A limited number of copies of posters, Drink Local business cards, and stickers are available by contacting [director@nebraska.beer](mailto:director@nebraska.beer). All brewery/cidery members and Guild retail members will receive print copies via drop off or mail by October 1. Don't forget to use our hashtags in your social posts: #DrinkLocalNE #NebraskaBrewed

We would love to see as many Drink Local posters and advertisements as possible during the month at our retailers of craft beverages - please help us spread the word of the impact of the industry and the delicious brews being put out by our members.

### **Drink Local Events**

If you are hosting Drink Local events during the month, please add the Guild as a co-host on [Facebook](#) or tag us on [Instagram](#) and [Twitter](#) to help us amplify/share those events! Please also share Guild posts throughout the month as appropriate - we will be highlighting all our members and the impact of the industry during that time! Don't forget to share the [Drink Local event](#) on Facebook!

If you are designating a "Drink Local" handle during the month of October or doing a collaboration beer with another member, please also let us know! We'd love for you to designate \$1 of each pour as a fundraiser for the Guild if you feel so inclined.

We will be kicking off Drink Local month at the Casual Pint (Omaha) on October 1 at 3:00 pm. You are welcome to join us, or host your own kickoff event - let us know and we'll spread the word!

### **The NEW [www.nebraska.beer](http://www.nebraska.beer) Experience**

Our new website is slated to launch October 1. We look forward to bringing you an enhanced experience and help highlight our members in a more robust way! We will also be bringing new merchandise (and some old favorites) to our online retail store in October.

## **Drink Local Media & Sponsorship Opportunities**

### **Drink Local Billboards**

Drink Local Nebraska static and digital billboards will be running during a 2 or 4 week period in October in the following markets: Omaha, Lincoln, Grand Island, Hastings, Kearney, North Platte, Norfolk, and Scottsbluff. Let us know if you see them!

### **Radio Advertising**

Our “Drink Local” radio spots will run all month long on 1620 the Zone (1620 AM) in conjunction with our “One Beer Friday” series on Unsportsmanlike Conduct.

### **Television Advertising**

KETV will be launching our “Drink Local” TV spot during the month of October which will run for four weeks - this commercial highlights the impact of drinking local on not only the beer industry, but on the farmers, producers, distributors, and consumers of craft beer and the communities in which we reside.

### **Print Advertising**

In partnership with Lee Enterprises and Amplify Digital, the Guild will re-run our “BeerMe” experience video and brewery map along with print articles during the month of October in their portfolio of Nebraska newspapers and digital editions.

## **Sponsorship Opportunities**

Give some love to our sponsor, the [Nebraska Craft Brewery Board](#), for their help in support to help make the campaign a success!

**Interested in joining us as a sponsor?** We have opportunity for logo inclusion or verbal mention in our advertising spends this month. Contact Brianne Schuler at [Director@nebraska.beer](mailto:Director@nebraska.beer) or (402) 706-0640 ASAP to take advantage of this opportunity.