

**Organization Name:** Nebraska Craft Brewers Association, d/b/a Nebraska Craft Brewers Guild

**Contact:** Holly Tuch, Executive Director

**Address:** % Kros Strain Brewing, 10411 Portal Road, Suite 102, La Vista, NE 68128

**Phone:** (402) 281-3201

**E-mail:** director@nebraska.beer

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**Grant Period:** July 1, 2023 - June 30, 2024

### **Nebraska Craft Brewers Guild Industry Marketing (2023-2024) - FINAL REPORT**

This grant supported the Nebraska Craft Brewers Guild's statewide marketing initiatives by funding three primary efforts: the salary of a dedicated Marketing Coordinator, a strategic Lamar billboard campaign, and targeted advertising with NRG Media. The Marketing Coordinator developed and executed marketing materials and campaigns, managed social media outreach, and assisted in the promotion of Guild events. The Lamar billboard placements increased public awareness of Nebraska's craft beer industry across key markets, while NRG Media provided radio and digital advertising to amplify statewide reach. Together, these efforts enhanced industry visibility, strengthened brand recognition, and supported member breweries through coordinated marketing strategies.

#### **Industry Impact:**

The combined efforts of the Lamar billboard campaign, NRG Media advertising, and the work of the Marketing Coordinator significantly increased public awareness of Nebraska's craft beer industry. These initiatives drove traffic to local breweries, elevated brand recognition for the Guild and its members, and expanded consumer engagement through both digital and traditional marketing channels. By amplifying statewide visibility, these efforts strengthened the overall position of Nebraska's craft beer industry and supported long-term growth for member breweries.

#### **Program Summary – One Beer Friday**

The **One Beer Friday** program, hosted by John Bishop, Josh Peterson, and Stibbs on **1620 The Zone's Unsportsmanlike Conduct**, promoted Nebraska craft beer each Friday during the 5 PM hour. Sponsored by the Nebraska Craft Brewers Guild, the program features weekly on-air segments where the hosts enjoy and highlight a selected craft beer. The sponsorship includes twenty 30-second radio commercials, ten streaming ads, social media promotion, and at least three on-air mentions every Friday. Listeners are encouraged to participate by posting photos of their own "One Beer Friday" using the hashtag **#OneBeerFriday**, with opportunities to win \$25 gift cards from local breweries. This program increases consumer engagement, promotes Guild member breweries, and drives awareness of Nebraska's craft beer industry through a consistent, multi-channel marketing strategy.

<b>NCBB Approved Expenditure</b>	<b>NCBB Funds Approved Utilized</b>	<b>NCBB Funds Utilized</b>
Marketing Coordinator Salary	\$20,000	\$19,999.92
<a href="#">Lamar</a>	\$9,200	\$9,200
<a href="#">NRG Media</a>	\$20,800	\$20,800
<b>Totals</b>	<b>\$50,000</b>	<b>\$49,999.92</b>