



STACHE STRONG

SUPPORTING BRAIN CANCER RESEARCH

#BrewStacheStrong

a collaboration in support of brain cancer research

We were humbled by the groundswell of support from the craft beer community during the 2021 #BrewStacheStrong campaign, which included 205 breweries in 37 states and 300,000 pints brewed!

We are eager to work with your brewery and community in 2022 to amplify our impact on brain cancer research. Your brewery's donations will go directly to funding brain cancer research and your involvement will give HOPE to thousands of people across the country fighting this disease; even more will be able to raise a pint in memory of their loved ones!

Please email us at StacheStrong@gmail.com if you are interested in partnering with our organization for the 2022 #BrewStacheStrong campaign and see below for the detailed campaign logistics:



Confirm your donation commitment (e.g.: \$1 per pint/can), **batch size in BBLs** and plans around serving on **draft/in cans** for our records. **Please have the beer on tap/in cans by May 1 and sell until completion of batch.**



Our media kit includes the **can art to be used for your can labels**. We've included an instruction template, but each brewery will need to **edit/complete 4 main areas on this file before printing:**

- 1 **Insert your logo** on the center emblem and on the campaign detail box to show the collaboration.
- 2 If you wish, update the #BrewStacheStrong **banner/bordering oval around the emblem** with your brewery's primary and secondary colors.
- 3 Update your #BrewStacheStrong **beer style and ABV** on the bottom of the center emblem (e.g.: IPA • 6.7%).
- 4 Make any necessary updates/additions to the box with Craft Brewer's Association logo (e.g.: Brewery location, beer profile, etc.).



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Our media kit includes our **QR code and Logo**. Please include these on your POS assets and menus/tap lists. Please also **list our organization name (StacheStrong) and our mission to raise funds and awareness for brain cancer research** on all menus/tap lists, as well as any necessary materials to clearly connect your beer to StacheStrong and brain cancer research.



Our media kit includes the **Press Release template** for all breweries to complete with your respective details. Please **send finalized PR release to your media contacts during April**. This will allow plenty of coverage of the #BrewStacheStrong campaign, the breweries/communities involved and why this mission is so vital!



Follow @StacheStrong on all social media platforms (Instagram, Facebook, Twitter, LinkedIn) to ensure we can engage throughout the campaign. Promote your participation in this campaign through regular social media posts using **#BrewStacheStrong and tagging @StacheStrong**. As a reference, the 2021 campaign resulted in 100,000+ unique impressions from April to July!!!



Discuss #BrewStacheStrong and your involvement with other local breweries and friends in the industry to amplify the impact.



Our media kit includes **several editable digital assets**. Use them as is or as inspiration for your own promotional material in taprooms/social media (**e.g.: poster, table tent card, a check presenter, social media posts, etc.**).



If applicable, please provide us with any **anecdotes about how brain cancer has touched you/your community**.



Our media kit includes a **trademark licensing agreement**, which gives you the ability to use StacheStrong's trademark; you're agreeing to use the trademark in good faith to market, advertise and sell.

Please reach out with any questions or points of clarification. We are SO excited and blessed to work with each and every one of you and I want to reiterate how important your involvement is to tens of thousands of families across the country. Together we WILL flip the script on brain cancer!!!

~Colin Gerner, President and Co-Founder of StacheStrong
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www.StacheStrong.org

   @StacheStrong