



Twisted Beer Week Prospectus

ANNOUNCING TWISTED BEER WEEK - MAITLAND 2021

The only thing better than Bitter & Twisted Boutique Beer Festival is a celebration of craft beer and we are excited to announce the launch of Twisted Beer Week.

In 2021, after two years of the festival being cancelled, Twisted Beer Week will ensure all beer lovers can get their fix, and this concept will become a regular part of the Bitter & Twisted program in 2022 and beyond. Twisted Beer Week is an amazing opportunity for local businesses, publicans, brewers, and artisans to come together and celebrate all things craft beer. Working with local businesses, this event aims to increase patronage and visitation to Maitland from the greater Hunter region and Central Coast through the promotion of unique, engaging and twisted beer related activities in venues across the city.

We would love to see the local venues incorporating elements of Bitter & Twisted into their programming by including activities that occur annually at the event. This may include Tap Takeovers, Meet the Brewer sessions, Craft Beer and Food Matching, Twisted Beer Week Specials or Cheese and Beer Matching paddles, just to name a few.

Twisted Beer Week will run from Monday 22 – Sunday 28 November 2021 and will remain a permanent feature of the Bitter & Twisted calendar, returning in 2022.



WHO WE WANT TO PARTNER WITH

- Locally established pubs and venues who like to take craft beer seriously.
- Businesses with a focus on craft beer in the Maitland community who are interested in partnering with Bitter & Twisted to create unique event/s for their venue and patrons such as Meet the Brewer sessions, Craft Beer and Food Matching.

BENEFITS OF PARTICIPATION

- Opportunity to increase patronage to a wider customer base.
- Expose your brand to new audiences.
- Promotion of your business in association with the Bitter & Twisted brand.
- Possible media opportunities with local news outlets.
- Potential to build a new element for your brand to continue to offer annually.
- Opportunity to build networks and promote your business.
- Professional event guidance with programming your event/ activity/ promotion/ competition.



KEY MARKETING INFORMATION

The Bitter and Twisted Facebook page has over **7,000** followers.



Of these, almost **60%** are **female** aged 35 to 44, **43%** are from the **Hunter Region**.

In **2019**, **Bitter and Twisted** Facebook page reached over **133,000** people.



In **2019** **Bitter & Twisted** website had over **46,000** page views The Bitter & Twisted emailing mailing list has over **7,000** subscribers.

MARKETING AND PROMOTION

The main call to action of Twisted Beer Week will be bitterandtwisted.com.au, where the following marketing items will drive awareness to the event.

These include:

- Social media tile for use across your social media platforms.
- Twisted Beer Week promotion in two newsletters to over 7,000 subscribers on the Bitter & Twisted database.
- Twisted Beer Week listings on My Maitland.com.au and VisitNSW.com
- Online and digital advertising across the Hunter and Central Coast regions.
- Unaddressed mail out to 42,000 households in the Maitland Local Government Area.
- Twisted Beer Week promotional posters and coasters.

TWISTED BEER WEEK BUSINESS REQUIREMENTS

- Run at least one new, different or enhanced activity in your venue that directly relates to Twisted Beer Week between Monday 22 – Sunday 28 November 2021.

WANT TO BE INVOLVED? HERE’S WHAT WE NEED:

- Complete the EOI form over the page and return by 25 October 2022.
- Brief description of how you plan to be involved.
- High resolution business logos and photos for promotional use.
- A copy of your COVID Safe Plan.

If you have any questions, please contact



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TWISTED BEER WEEK EXPRESSION OF INTEREST

Applicants Name: _____

Business: _____

Address: _____

Contact Phone: _____ ABN: _____

Email: _____

Website: _____ Social Media: _____

Event / activity / promotion name: _____

Is the event ticketed? _____ If yes, please provide the cost per person and ticketing link: _____

Brief overview of your event / activity / promotion (20 Words)

Long Overview of your event / activity / promotion (200 Words)

Date(s): _____ Time (if applicable): _____

Is this a new activity, specifically for Twisted Beer Week? ☐ YES ☐ NO

We have had a large number of our regular brewers looking for opportunities to work with our local venues for activities during Twisted Beer Week? Would you be interested in collaborating with a brewer for an activity or event? _____

Any other information you would like to provide: