

## Pints in the Park 2025: Post-Event Impact Report

Presented by the Louisville Chamber of Commerce

Pints in the Park 2025 has grown from a beloved Louisville tradition into a *regional must-attend festival*. Attendance topped **1,000 guests**, with Eventbrite data showing attendees traveling from Louisville, Lafayette, Denver, Broomfield, Boulder, Longmont, Erie, and beyond.

Attendees captured the spirit best:

"The best brew fest yet — had so much fun with our friends!"

"Excellent organization, great community feel, great variety in brewers, outstanding musical performances."

"Pints in the Park is so much more than a beer festival — this is truly an end-of-summer community celebration not to be missed."

With **national powerhouses** like Deschutes Brewery, **regional award-winners** such as Outer Range and Station 26, and **local champions** like Crystal Springs, Cellar West, and Wibby Brewing, the prestige of the event elevated alongside its size. Coupled with three music stages, expanded food offerings, lawn games, and interactive sponsor activations, 2025 solidified Pints in the Park as a *full-scale festival experience*.

### **Event Highlights**

Attendance: 1,000+ guests (30% increase over 2024)

**Vendors:** 75 (double the previous year)

Samples: 150+ beverages across beer, cider, spirits, cocktails, wine & NA brands

Entertainment: 3 stages (Main, Acoustic, Silent Disco) + Bucking Bronco & Mini Golf

### Winners

### **Barrel**

3rd Place - Shelter Distillery

2nd Place - Walker Brothers Kambucha

1st Place - Worthy Bitters

### **Brews**

3rd Place - Verboten Brewing

2nd Place - Old Mine Cidery

1st Place - Crystal Spring

### **Sponsors**

- Presented by Fox Property Management VIP Experience Sponsored by T-Fiber, Rickenbaugh Infiniti and Rocky Mountain Tap & Garden
- Gold Sponsors: Ariel IT, Built By Design, Huntington Bank, Instant Imprints, Relish Food Hall / Pickleball, Sterling Bay, The Simon, Three Leaf Catering, The Social Cannabis Our Event Partners include: City of Louisville, Eldorado Springs Water, EP Distribution, Infinitus Pie, Waste Connection, Yellowscene Magazine, Daily Camera, Colorado Hometown Weekly & NoCoCommunity Ad Space.

### **Marketing Campaign & Extended Reach**

One of the most powerful outcomes of Pints in the Park is the *cross-marketing network*. With 75+ breweries, distilleries, sponsors, and partners sharing Chamber-provided materials across their own channels, the event's exposure multiplied far beyond Chamber communications.

**Estimated Combined Reach: 200,000+ impressions** 

(Owned, paid, partner, and community channels)

### **Owned & Grassroots**

3,000 flyers and 200+ posters across breweries, restaurants, and Chamber businesses

A-frames: Farmers Market (12 weeks = 12,000+), Taste of Louisville (6,000+), Street Faire (~40,000+)

Chamber newsletter: 3,500 distribution | 58% open rate = ~2,000 engaged views

Social media paid ads and boosted posts with direct ticketing links

### **Partner & Vendor Cross-Promotion**

75+ vendors shared Pints content to their email lists, social media, and taprooms

Breweries displayed posters and poured from Pints-branded glasses

Local influencers engaged audiences with promo codes

### Paid Media & Publications

Print + banner campaigns in **Daily Camera, Hometown Weekly, Yellow Scene, Thrist Magazine, and Friday Guide** 

Combined circulation/readership: 50,000-75,000+ additional impressions

Paid Online banner ads further extended visibility into regional digital audiences

### **City & Community Channels**

Louisville Lantern mailed to ~10,000 households

City of Louisville standalone e-blast

Announcements at Louisville Revitalization Commission & Economic Vitality meetings + City Council

### **NOCO Community Ad Space**

• 30 days of sponsor advertising featured on rotating *digital billboards in Louisville and Lafayette* — estimated **thousands of daily impressions**, extending visibility beyond event day and directly delivering sponsor value.

In addition Pints event billboard rotated for 2 months leading up to event with sponsor inclusions.

### **Marketing Overview**

Vendors & Breweries → posters, taprooms, socials

Sponsors → VIP activations, co-branded assets

**City & Community →** Lantern, city e-blast, council updates

**Media Partners** → print + paid banner campaigns

Grassroots Events → Farmers Market, Street Faire, Taste of Louisville

### **Vendor Feedback & Impact**

Overall Satisfaction: 4.5 out of 5

Quality of Attendees: 100% rated High or Very High

Return Rate: 93% plan to return in 2026

Staff & Volunteer Support: 100% said load-in/load-out was efficient

**Testimonials:** 

"Across the board, everything was awesome about the event... everything was perfect."

"The setup and layout was less stressful than other events, plus very good volunteer support."

"This was a very well-organized event and the attendees were a fun bunch!"

### Attendee Feedback & Experience

Overall Satisfaction: 4.8 out of 5

Would Attend Again: 88% Yes, 12% Maybe

Ticket Value: 77% said tickets were good value

Wait Times: 100% said "Just Right"

Beverage Selection: 100% Good/Excellent

Entertainment: 96% Good/Excellent

**Top Quotes:** 

"Had so much fun with our friends. This was the best brew fest yet!"

"Excellent organization, great community feel, great variety in brewers, outstanding musical performances."

"A great opportunity to have a community event and include as many local breweries and participants as

### **Areas to Improve:**

More shaded seating and water stations

Lower/tiered ticket pricing

Clearer check-in & ID process

More vegetarian/vegan and NA options

### **Regional Draw**

Eventbrite origin data confirms Pints in the Park's reach well beyond Louisville:

Lafayette: 35%

Louisville: 32%

Denver: 22%

Remainder from Broomfield, Boulder, Arvada, Longmont, Erie.

This demonstrates the event's **regional attraction** across the Front Range, helping position Louisville as a cultural destination.

### Conclusion & Looking Ahead

Pints in the Park 2025 confirmed what we've long believed: this event has outgrown its roots as a neighborhood brewfest and now stands among Colorado's most anticipated tasting festivals. With **national breweries**, **regional award-winners**, and **local legends**, coupled with enthusiastic vendor and attendee feedback, the event's reputation has expanded far beyond Louisville.

As one attendee put it: "Pints in the Park is more than a beer festival — it's an end-of-summer community celebration not to be missed."

Looking ahead to **2026 (August 29)**, we'll build on this momentum by:

- Enhancing shaded seating and water access
- Expanding beverage diversity (NA, cocktails, non-IPA options)
- Refining ticket structures and check-in flow
- Continuing to grow regional and national partnerships

Pints in the Park is now firmly positioned as a *regional must-attend celebration of craft, community, and connection* — bringing people together to sip, savor, and celebrate the best of Colorado and beyond.

Participating Food & Beverage Vendors: Beverage Vendors: Odd13 Brewing /Berthoud Brewing Co / 4 Noses Brewing / Bootstrap Brewing / The Old Mine / Outer Range Brewing / Wibby Brewing / Cellar West / Crystal Springs Brewing Company / Crooked Stave /Denver Beer Company / Rails End Beer Company / Station 26 Brewing Co / The Gravity Brewing /Grimm Brothers Brewing / The Post Brewing Co / Howdy Beer / Verboten Brewing / Left Hand Brewing/ Odell Brewing / Ska Brewing Co / Shelter Distilling / WeldWerks Brewing Co / Westbound and Down /Bear Creek Distillery / Worthy Bitters / Pure Distilling / Rocky Mountain Tap & Garden / Best Craft / Distributors / Peach Street Distillers / Mile High Spirits / Fireside Bourbon / Mystic Mountain / Bigsby / Folly Craft Winery / OBC WineProject / Wild Cider / 2 Town Cider House / Walker Brothers Kombucha /Stem Ciders / Carbliss / Grüvi / Westbound and Down / Deschutes Brewery

Participating Food Vendors: iPIE Pizza / Ruby Rus / Rev Mex Food Truck / The Rush Coffee Truck / Freshly Laid

**Entertainment:** Main Stage: Opener: Colorado Junction String Band Headliner: Stomp Street Heist / Stage 2: Siera Marina & Jeff Lefler. Stage 3: Big Little Sound Silent Disco

### **PHOTOS**

Photos and video available to download from Chamber GALLERY with sponsor ads alongside the content.

Contact info@louisvillechamber.com or visit the official gallery.































4 FRIDA PAILYCAMERA.COM FRIDAY, AUGUST 22, 2025

### Theater

### ON STAGE

The Addams Family:

Youth-performed production of the musical based on the beloved TV show of the same name; through Aug. 31, Jesters Dinner Theatre, 214 Main St., Longmont; \$15-\$35; jesterstheatre.com. **Assassins:** Tony

Award-winning musical, with music by Stephen Sondheim, explores the minds and motives of history's infamous figures who attempted to assassinate U.S. presidents, blending dark humor and compelling narratives; through Sept. 14, Miners Alley Playhouse, 1100 Miners Alley, Golden; \$50; minersalley.com.

Cry It Out: Story that takes us inside the confounding puzzles, newly forged friendships and stakes of early parenthood, Boulder

Ensemble Theatre Company; \$27-\$32; thedairy.org. through Sunday, Dairy Arts

Center, 2590 Walnut St., Roulder: betc.org. Elizabeth I — In Her Own

Words: Passionate and revealing one-woman performance, threaded together with the monarch's own words; through Saturday, Boulder Ensemble Theatre Company, Dairy Arts Center, 2590 Wálnut St., Boulder;

thedairy.org. **Join or Die:** Somewhere in the former United States, a small group of people try to build a government among zombies; through Sunday, Wishbone Theatre Collective, Dairy Arts Center, 2590 Walnut St., Boulder; \$25-\$15; thedairy.org. Medea: Classic Greek tale about a murderous mother: Thursday through Sept.

14, Upstart Crow Theatre Company, Dairy Arts Center, 2590 Walnut St., Boulder;

Never Wear a Tube Top

While Riding a Mechanical **Bull:** Dixie Longate shares lessons learned after a hard night of drinking during her new show; through Sept. 7, Garner Galleria Theatre, 14th and Curtis streets, Denver; \$56-\$88; denver-

center.org.

Oklahoma: Charming first musical written by the duo Rodgers and Hammerstein, following a farm girl as she juggles two suitors; through Aug. 30, Jesters Dinner Theatre, 224 Main St., Longmont; \$19-\$55; jesterstheatre.com.

**Pippin:** A young person seeks purpose in this musical; through Sunday, Phamaly Theatre Company, Kilstrom Theatre, DCPA, 14th and Curtis streets, Denver; phamaly.org.

Sweet and Lucky - Echo: Immersive piece where the world is built around its audience, set in a warehouse as staged readings; Sept. dience, set in a wareness, of memories; through Oct. 5, DCPA Off-Center, 407 Broadway, Denver; \$53-\$74; denvercenter.org.

### COMING SOON

Eureka Day: An outbreak of the mumps challenges the status quo at a progressive private school in California; Sept. 6-Oct. 5, Curious Theatre Company, 1080 Acoma St., Denver; curioustheatre.org

The Happiest Man on Earth: Story of survival that reveals a paradox of joy built on a foundation of grief; Sept. 19-Nov. 2, Denver Center Theatre Company, Singleton Theatre, 14th and Curtis streets, Denver; denvercenter.org.

Ink & Imagination: Three new plays by local play-wrights that step out-side traditional theatrical conventions, presented

7, Cypherbird Projects, Junkyard Social Club, 2525 Frontier Ave., Boulder; \$15; eventbrite.com.

The Israeli-Palestinian Conversation: Play that gives voice to conflicting narratives surrounding the ongoing situation in Gaza; Sept. 4-21, Buntport The-ater, 717 Lipan St., Denver; \$35; theisraeli-palestinianconversation.eventbrite.com.

The Mousetrap: Classic Agatha Christie whodunit; Sept. 5-Oct. 12, Arvada Center, 6901 Wadsworth Blvd., Denver; \$58-\$88; arvadacenter.org.

The Thin Place: Play about seeking and psychics, Boulder Ensemble Theatre Company; Sept. 12-28, (The Savoy, 2700 Arapahoe St., Denver); Oct. 3-26 (Dairy Arts Center, 2590 Walnut St., Boulder); \$16-\$44; betc.org.



# SATURDAY KEEPING BOULDER IN BLOOM SINCE 1929

### Louisville Pints in the Park



MEGAN SWEENEY - COURTESY PHOTO

For 2025, the Pints in the Park lineup tops 40 breweries, cideries, distilleries, and more.

# Beer, booze and a bucking bronco

Unlimited tastings

frommore than 40 breweries makethis one of Colorado's biggerbeer festivals

By Ella Cobb

ecobb @prairiemountainmedia.com

goers ample time to try lo-

cal favorites, discover newcomers, then circle back for

another pour of whatever stood out the first time. Or they can simply stand at their favorite brewery and slam their glass down re-

ecobb @prairiemountainmedia.com PACCIVINE 10 GILLIAN MILTURE 10 GILL plus drink samples at Pints flects a wider craft scene in the Park might be decid-that keeps expanding and ing whether to dance, play — like H5N1 bird flu's D1.1 bocce ball, ride a bucking genotype adapting to mambronco, or just stay in line mals — mutating. for another pour.

"The breweries still take

Louisville's annual tast-ig festival returns Satur-we've realized is there's a ing festival returns Saturday and, once again, the afdesire for people to have

ternoon makes for a com-the full spectrum of to-

plete beer and beverage day's craft scene," she said. Itsæthisdyean; we aren't just In its 10th year, the event focusing on beer. We'll have at Louisville Community everything from spirits to Park, 955 Bella Vista Drive, specially brewed nonalco-Louisville, has grown into holic drinks to seltzers and enerofolia coaffuts de la lighte coaffut somme de la lighte

gest beer tastings, featuring is evolving, and we wanted more than 40 breweries, to make sure the festival re-distilleries, cideries, kom-flects that."

bucha makers and nonal-This year's roster incoholic producers all lined cludes national heavyup under vendor tents. Un- weight Deschutes, haillimited tastings run from ing from Oregon, regional 2 to 6 p.m., giving festival-

### Beer

committee, encourages attendees to step out of their comfort zone and sample

FROM PAGE 6
"There's some incredi-

players like Outer Range, ble beer being made in Col-from Frisco, and Station orado, and anybody who 26, from Denver. There comes is going to have quite will also be local favorites the choice.

ibby (Longmont), Grav- At Gravity Brewing, less ity Brewing (Louisville) and than a half a mile away Crystal Springs (Louisville).from Crystal Springs, sales Founder and owner of manager C.K. Lichenstein II Crystal Springs, Tom Horst, said the Gravity team leans Wibby (Longmont), Gravsaid his brewery has been into its science-nerd roots, pouring at the festival since with beers like Accelera-

tion, a double IPA brewell at think the vibe of the 9.8% ABV (Alcohol By Volfestival is just that we're all ume) and 98 IBUs (Interhaving fun," he said. "It's national Bitterness Units) like a neighborhood block to match the acceleration party. I make sure I have of gravity itself.

50 mætiyove stegto læro gimet.

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Crystal Springs opened apply their love of science in downtown Louisville in and physics to beer. Their 2010, and it's the product of tap list is both creative and Horst's decades-long obses- a little nerdy. Take Cerveza sion that began with a dog-Espacial, a crisp Mexican eared homebrew manual lager whose name is a play and a few borrowed ingre-on words: drop the "e" from dients back in the late '80s. especial (special) and you The name itself nods get espacial (space). That

to Boulder's first brewery, sense of humor runs along-Crystal Springs Brewing side some serious brewing and Ice Company, founded chops, from award-winning Belgian styles and

Today, Horst and his barrel-aged experiments to team keep the spirit small their newest release, Mango and experimental, brewing Peach Quasar, a kettle sour in batches that range from brewed just in time for

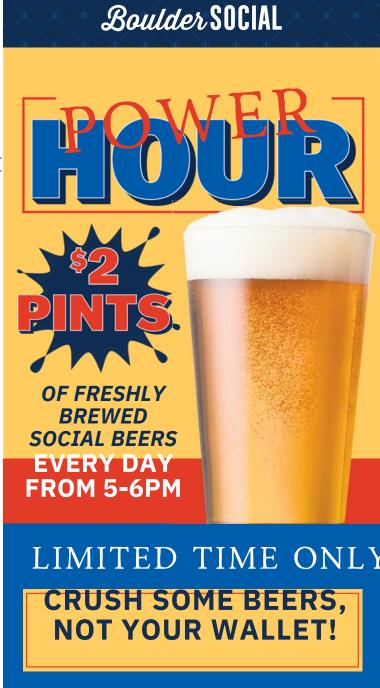
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American Beer Footier For the footier For the festival, Gravity American Beer Festival is planning to pour Coal (GABF) gold medalist, to Kriek, a Belgian dubbel easy-drinking lagers and with tart cherries that took even the occasional peach-home a silver medal at the World Beer Cup in 2016, kissed seasonal.

Horst is planning to Walk on the Moon, a lowbring a mix of styles to the ABV session IPA, as well as festival, from the brewery's some other surprises and prized Blood Orange Kölsch fan favorites. to IPAs, lagers and even a peach kölsch. Like Horst, Lichenstein is also on the Pints com-

"We just get ideas, try mittee. them, see what happens.

"This is my third year That's what makes it fun," pouring at Pints in the Park and my second year helping

Horst, who also serves with it," Lichenstein said. on the Pints in the Park BEER » PAGE 10



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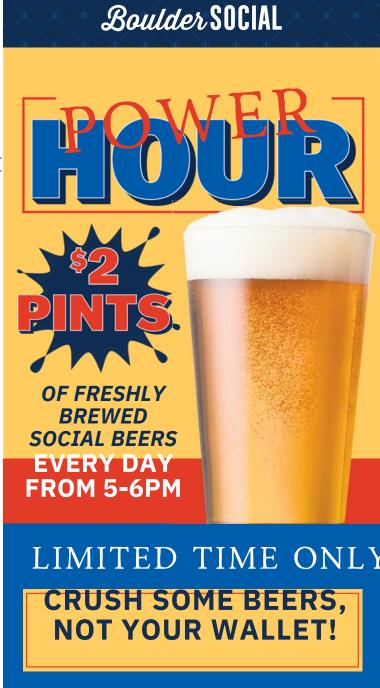
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# Screendance under the stars in Boulder

Festival spotlights dance cinema from around globe

By Ella Cobb ecobb @prairiemountainmedia.com

Sans Souci Festival of Dance Cinema opens its 22nd season in Boulder next weekend at the Museum of

ing for a casual bit of certiues 43 short films and runs en only that invites people about 95 minutes, including to step into the evening, a 15-minute intermission — even if they're just wear-perfect timing for a bathing cargo shorts and a to-room dash, another drink, phat. Guests can grab a or to argue about which

drink and explore the mu-film was best so far. (With

seum galleries, where there this year's lineup, there will will be short film installa-be plenty to discuss.)

tions that play on a loop on After 22 years of curatthe second floor. Food will ing a festival dedicated to be for sale on site and can dance cinema in Boulder, be pre-purchased for those Michelle Bernier knows

SANS SOUCI FESTIVAL — COURTESY PHOTOwho like to plan their din-her audience. As executive

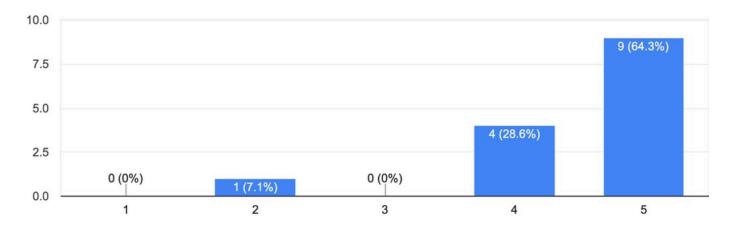
Boulder with three nights Film still from "Cut Me Summa Dat Noise," directed by ner three days in advance, director and co-director of that move in sequence: Cara Hagan, a kinetic and humorous performance featuring or just don't trust them-the Sans Souci Festival, Berlooping installations on dancers Lisa LaTouche, Margaret Morrison and more. It will selves to make sound deci-nier said the city's openness ival of Dance Cinema in sions around popcorn. to experimental and inter-Following a live perfor-national work is what's mance, the rooftop screen-kept the festival thriving.

The festival doors open at ing will light up at 7:30 for more than two decades. the second floor, a site-spe-be featured at the Sans Souci Festival of Dance Cinema in cific live performance in Boulder.

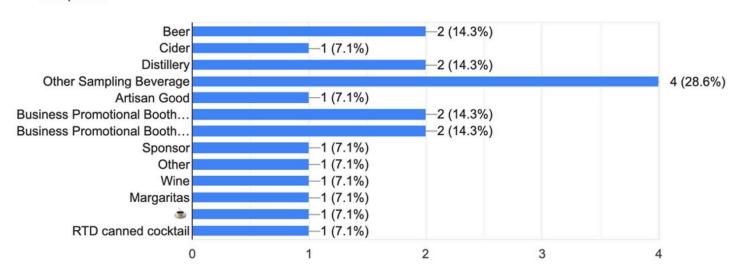
the garage and an open-air screening of films from 10 dance made for the movie camera, where choreogra-6:30 p.m. each night, where p.m., weather permitting, "I think part of it is just Running from Aug. 29-phy and cinematography attendees will be greeted so maybe bring a sweater the fans," Bernier said. 31, this festival remains the meet —and the cut is part with an unfurled red car-and a raincoat, Boul-"Boulder is, first of all, a countries.



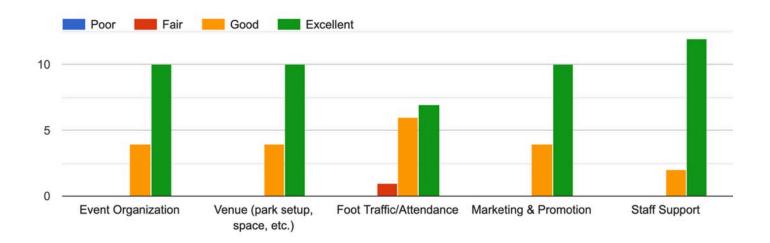
# Overall, how satisfied were you with your experience at Pints in the Park? 14 responses



# What were you sampling, serving or showcasing at your booth? 14 responses

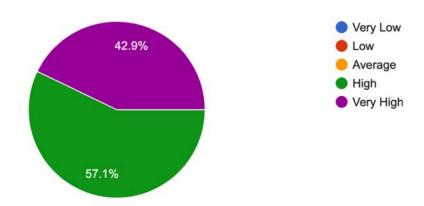


### Please rate the following aspects of the event:



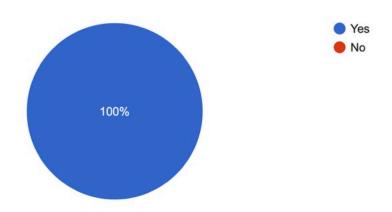
### How would you rate the quality of the attendees at the event?

14 responses



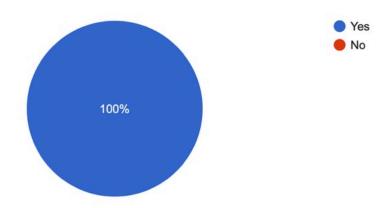
### Did you feel you had adequate support for your setup?

14 responses



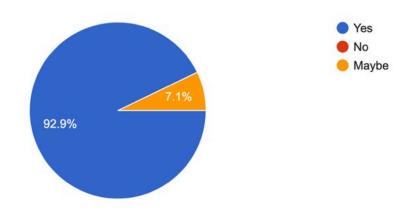
### Were the load-in and load-out processes efficient?

14 responses



Would you be interested in participating in future Pints in the Park events? Pints in the Park 2026 - August 29th 2026

14 responses



### **VENDOR TESTIMONIALS**

This was a very well-organized event and the attendees were a fun bunch!

Pints In The Park is so much more than a wonderful beer festival. This is truly an End of Summer Community Celebration not to be missed.

We here at Rocky Mountain Tap & Garden love supporting the Louisville Chamber and Pints in the Park!!! It's a great way to be active in our community and promote our small family restaurant. Food, drinks, fun, and community! What's not to like??

Pints In The Park provided valuable community connections for our business.

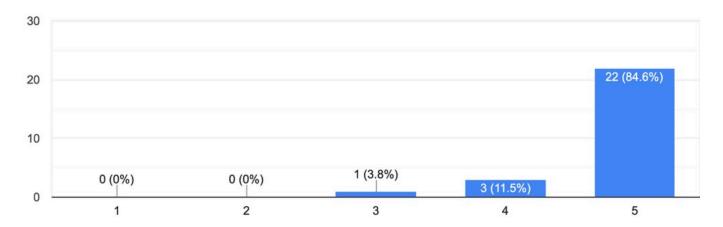
"Pints in the Park was a blast! We flowed, we mingled, and had a ton of fun with our Pints & Planks challenges, acro yoga, and all the good vibes. Plus, our challenge winners scored a free month of yoga! Can't wait to do it all again next year! Namaste and cheers!"

Pints in the park was fun, friendly and fruitful.

### ATTENDEE FEEDBACK

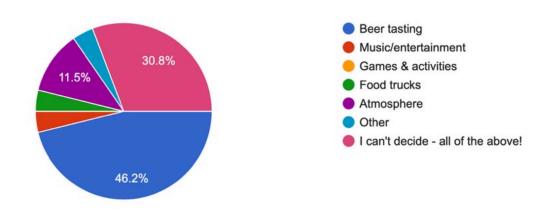
### How satisfied were you with your overall Pints in the Park experience?

26 responses

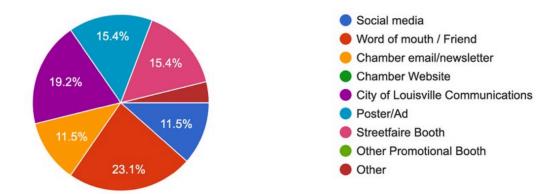


### What was your favorite part of the event?

26 responses

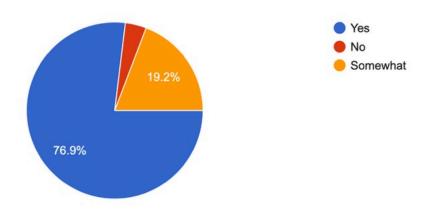


# How did you hear about Pints in the Park? 26 responses

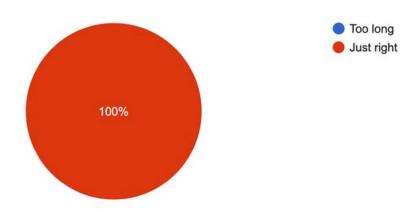


With access to 100+ beverage samples and an afternoon of entertainment, did you feel the ticket price provided good value?

26 responses

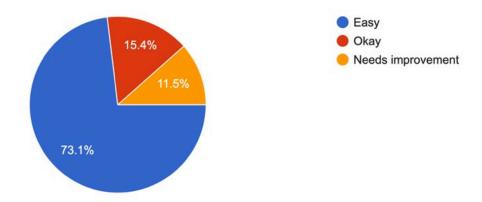


How did you feel about the wait times for beverage samples? 20 responses



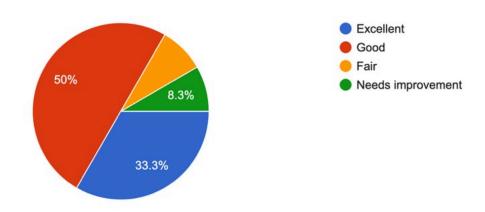
### How was the check-in process?

26 responses



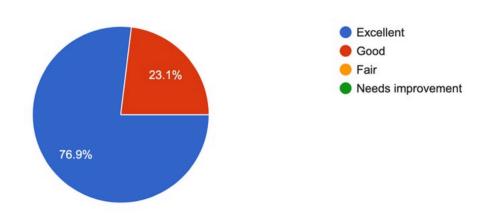
### How would you rate the food options available?

24 responses

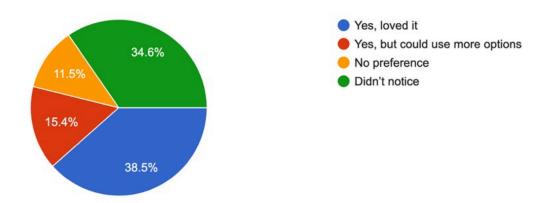


### How would you rate the overall selection of beverages?

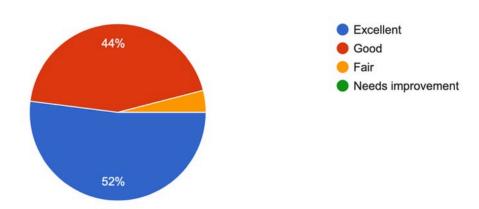
26 responses



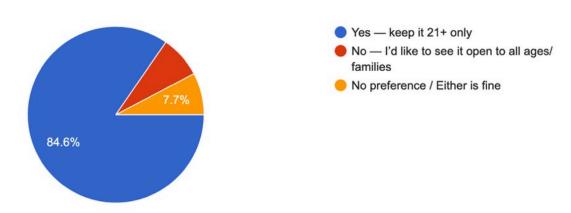
# Did you enjoy having non-alcoholic and craft cocktail options available? <sup>26</sup> responses



# How would you rate the overall selection of entertainment? 25 responses

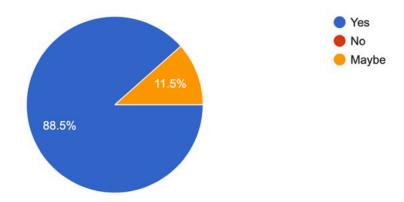


# Pints in the Park is currently a 21+ event. Would you like it to stay that way? <sup>26</sup> responses



### Would you attend again next year?

26 responses



### ATTENDEE TESTIMONIALS

I was surprised by so many vendors. It was awesome.

We had a great time - it was fun to meet and talk with the different vendors. I have a list of new favorites.

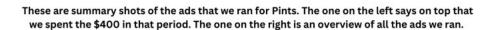
Great atmosphere!

It was very enjoyable. The team has made significant improvements over the past two years.

Had so much fun with our friends. This was the best brew fest yet!

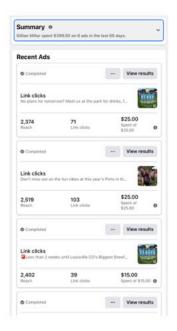
a great opportunity to have a community event and invite and include as many local breweries and participants as possible

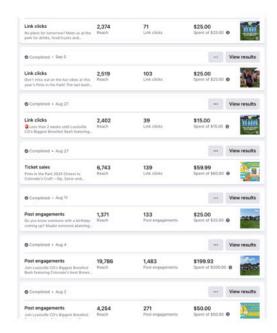
Excellent organization, great community feel, great variety in brewers, outstanding musical performances



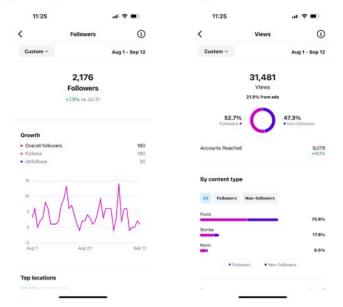






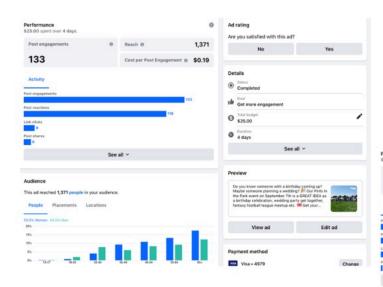


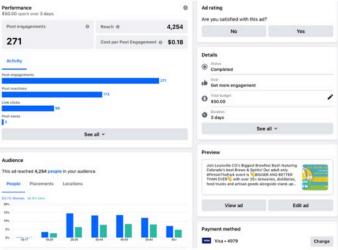
Some mobile Instagram analytics here... Followers on the left and Reach/Views on the right. When I got access to the page, the IG had 2011 followers. The organic outreach has really helped build these, probably more than the ads actually as the follow back % has been great.

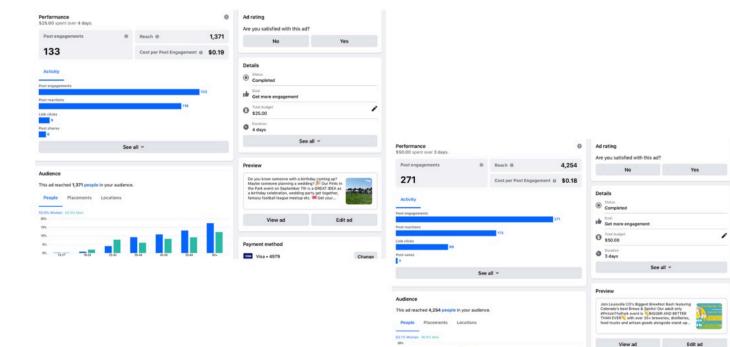


Just a simple Facebook overview here. These are not very in depth and just show a 28 day preview, but of course we started well before that, so this is missing the first 2 weeks of data. When we started, the Facebook page had 2955 followers. It sits at 3008 now. We always have the option to turn on a "targeted Followers ad" on the Facebook side, to build them at a good clip directly, with ad spend, if you are ever interested in trying that.



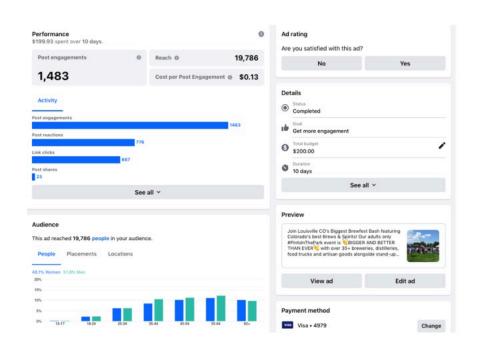


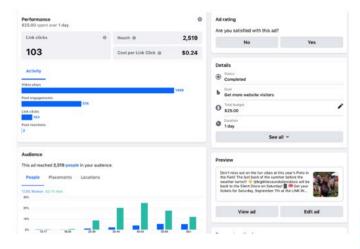




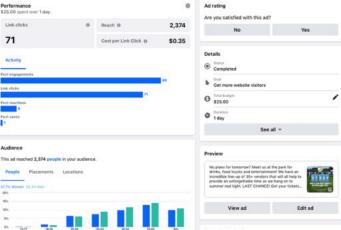
This one was the biggest ad, half of the spend (\$200 of the \$400). This was the one with the long caption filled with lots of info.

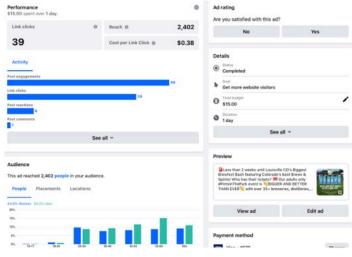
Lots of great engagement, reactions, shares, clicks etc.



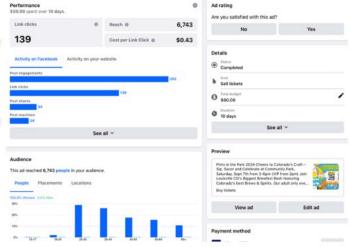


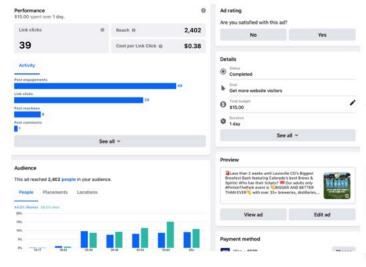
The one above, on the left, is \$25 I put on the Big Little Sounds video reel, of people dancing etc. It got almost 1500 plays and over 100 link clicks for that \$25. This is all the ads we ran in more detail (next few pages). Some are small amounts on the countdown post, just for a day for example, to build some urgency and some are more ad spend that ran longer.





The one on the right is was \$60 we put on the main graphic. Over 200 engagements and almost 140 clicks on this one.





# The one on the right is was \$60 we put on the main graphic. Over 200 engagements and almost 140 clicks on this one.

