



STACHE STRONG

SUPPORTING BRAIN CANCER RESEARCH

#BrewStacheStrong

a collaboration in support of brain cancer research

ABOUT US:

Every 'Stache tells a different story. StacheStrong was born from brotherly love after GJ Gerner underwent his first brain cancer surgery for Glioblastoma (GBM). He was determined to have a mindset to live life to the fullest regardless of the circumstances.

GJ and his brother Colin co-founded StacheStrong, a 501(c)3 non-profit organization, to raise funds and awareness for brain cancer research. GJ courageously battled GBM for 25 months before succumbing to this aggressive disease at 30 years old. As if fighting an incurable disease wasn't enough of a task, he was also focused on helping others in the brain cancer community; that's the epitome of how to #LiveStacheStrong!

The #BrewStacheStrong collaboration is bringing together breweries and communities across the country in support of a disease that impacts far too many people. Just like every 'Stache tells a story, every beer tells a story. We #BrewStacheStrong to help further StacheStrong's mission as a part of this national campaign with breweries across the country.

CAMPAIGN HIGHLIGHTS

We have now collaborated with 350+ breweries in more than 40 states and poured over 1M pints for brain cancer research!

- 1 Brew a new beer or utilize an existing beer
- 2 Commit to \$1 per pint/can of the batch your team brews (e.g.: Commit to brew a 10bbl batch)
- 3 Download media kit for #BrewStacheStrong assets (can art, flyers, press release, etc.)
- 4 Promote #BrewStacheStrong in your community and on social media
- 5 Raise a pint to fight brain cancer!





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We are consistently humbled by the groundswell of support from the craft beer community for our #BrewStacheStrong campaign, which has now included 350+ breweries in 40+ states.

We are eager to work with your brewery and community in 2024 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 2024 #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**.



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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