



# 2023

## #BrewStacheStrong

# Partner Guide





## Thank You!

We were humbled by the groundswell of support from the craft beer community from the past few years with #BrewStacheStrong, which has now had over 300 breweries participate since inception.

We are eager to work with your brewery and community in 2023 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!

The best partner relationships are based on a two-way commitment. Without your interest and participation, we, simply, could not achieve our goals in raising funds for GBM/brain cancer research. To reach our goals, we know we must help you succeed in meeting your expectations for your commitment to the program.

**In 2023, our relationship will be more evident. We're available from the point of your commitment through onboarding, pre-release through "on tap" publicity, to sales tracking and success reporting.**

Our initial effort to this end is this Partner Guide to assist your through every phase of your participation. Obviously, #BrewStacheStrong and GBM research benefits from your success. Our Partner Guide is just the first steps to a successful campaign! In addition, we'll be communicating new ideas and sharing promotion-related activities other brewers are doing to get the most from #BrewStacheStrong.

Again, thank you for your commitment. We couldn't do this without you.



**We look forward to a successful 2023 Campaign and partnership.**

We're here for you to assist where we can. Please feel free to reach out for additional information and assistance or to share your success:

Contact:

Colin Gerner

StacheStrong, President and Co-Founder

[StacheStrong@gmail.com](mailto:StacheStrong@gmail.com)

(607) 761-0365



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## Onboarding Process

*Please reach out with any questions or points of clarification. We are SO excited and blessed to work with each 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!!!*

- **Please email us at [StacheStrong@gmail.com](mailto:StacheStrong@gmail.com) if you are interested in partnering with our organization for the 2023 #BrewStacheStrong campaign.**
- **Please also sign and return the license agreement for trademark use.**
- **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:**
  - Insert your logo on the center emblem and on the campaign detail box to show the collaboration.
  - If you wish, update the #BrewStacheStrong banner/bordering oval around the emblem with your brewery's primary and secondary colors.



- Update your #BrewStacheStrong beer style and ABV on the bottom of the center emblem (e.g.: IPA • 6.7%).
- Make any necessary updates/additions to the box with Craft Brewer's Association logo (e.g.: Brewery location, beer profile, etc.).
- **Our 2023 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 (See Outreach section below) 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!
- **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 (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.**



## #BrewStacheStrong - 2023 Media Kit

### Information and Execution Documents

- [BrewStacheStrong Informational 2023](#)
- [BrewStacheStrong Can Art](#)
- [BrewStacheStrong Can Art INSTRUCTIONAL \(PDF\)](#)

### Social Media and Marketing

- [BrewStacheStrong Social Media Post](#)
- [BrewStacheStrong Square Coaster](#)
- [BrewStacheStrong Circle Coaster](#)
- [StacheStrong Logo StyleGuide and Guidelines](#)
- [StacheStrong Logo](#)
- [#BrewStacheStrong Hops Logo](#)
- [StacheStrong QR Code](#)

### Outreach/Promotion

- **Announcement Press Release – Local Media**

#### Sample 1

- **On Tap Press Release – Local Media**
- **Industry PR Submission Database:**
  - Brewers Association - <https://www.brewersassociation.org/directories/breweries/>
  - Media
    - Industry



- BREWBOUND - <https://www.brewbound.com/>
  - Events - <https://www.brewbound.com/beerevents/create>
  - News - <https://www.brewbound.com/submit/news>
- Beer Street Journal
  - Events - <https://beerstreetjournal.com/event-submission/>
  - News Tips, Press Releases, Event Page Submissions, & Beer Features/Sample Submissions - <https://beerstreetjournal.com/contact/>
- The Full Pint - <https://thefullpint.com/>
  - News - <https://thefullpint.com/beer-news/>
  - Events - <https://thefullpint.com/events/>
- Craft Beer.com - <https://www.craftbeer.com/>
  - News - <https://www.craftbeer.com/category/news>
- Porch Drinking - <https://www.porchdrinking.com/>
  - Events - <https://www.porchdrinking.com/event/>
- Local
  - TBD by partner





## #BrewStacheStrong – Publicity Optimization Strategies

### Social Media

- **Tag local and national media outlets in social posts.**
- **“Tag #BrewStacheStrong on you upcoming announcements to share with our audience of advocates, etc.**
- **Utilize local/state-oriented beer hashtags and brain cancer hashtags on your Instagram posts:**

#craftbeer #beer #craftbeerlover #drinklocal

#craftbeerlife #brewery #supportlocal #hops #drinkcraft

#craftbeergeek #craftbrew #untappd #beerlove #brew

#craftbeerculture #localhopsforlocalbeer #hophead

#craftbeerlove #brewing #glioblastoma #BrainCancer

#cancerwarrior #gbm #braincancer #cancer

### Event Promotion

- **Submit Announcement and On Tap press releases to “friendly” local publications.**
- **Utilize post creative provided on your social media pages.**
- **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.**
- **Track and report sales volume and contributions to StacheStrong during and following campaign to allow #BrewStacheStrong to report and build awareness of partners efforts.**
- **Share your successes with StacheStrong!**



## #BrewStacheStrong Partner Campaigns Facebook & Instagram Post Creative Samples (Posted by #BrewStacheStrong)

### Gratitude – Brewery Sample



### Gratitude – State Sample





## Brand Gratitude





## 2023 Announcement – For Brewery Posts

This Spring, we are proud to

# #BREWSTACHESTRONG

The #BrewStacheStrong collaboration is bringing together hundreds of breweries and communities across the country to promote and benefit brain cancer research!



 StacheStrong is a 501(c)3 non-profit devoted to raising funds and awareness for brain cancer research. Defeating brain cancer and improving the quality of patients' lives is our daily focus.

[www.StacheStrong.org](http://www.StacheStrong.org)    @StacheStrong



## 2023 Brewery Announcement (Canva Template) – Stache Strong





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**STACHE STRONG**  
SUPPORTING BRAIN CANCER RESEARCH

[www.StacheStrong.org](http://www.StacheStrong.org) [f](#) [t](#) [@StacheStrong](#)

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## 2023 Announcement - On Tap



## 2023 Success



**Template Elements:**





## Gratitude – Brewery Sample



## Gratitude – State Sample





## Brand Gratitude





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## 2023 Brewery Announcement – Stache Strong





**STACHE STRONG**

SUPPORTING BRAIN CANCER RESEARCH



CHARLESTON, SC



**2023 PARTNER**  
#BREWSTACHESTRONG



**STACHE STRONG**  
SUPPORTING BRAIN CANCER RESEARCH

WWW.STACHESTRONG.ORG



BLUFFTON, SC



**2023 PARTNER**  
#BREWSTACHESTRONG



**STACHE STRONG**  
SUPPORTING BRAIN CANCER RESEARCH

WWW.STACHESTRONG.ORG



2023 Partner!



**2023 #BREWSTACHESTRONG**



**STACHE STRONG**  
SUPPORTING BRAIN CANCER RESEARCH

WWW.STACHESTRONG.ORG



NORCROSS, GA



2023 Partner!

**2023 #BREWSTACHESTRONG**



**STACHE STRONG**  
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## 2023 Brand Announcement - Brewery

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2023 Announcement – On Tap



2023 Success





## PRESS RELEASE SAMPLES:

### Announcement Press Release

*(Personalize the italicized portions)*

#### ***Maui Brewing Company to #BrewStacheStrong for Brain Cancer Research***

A portion of proceeds from all beer sales will benefit StacheStrong's mission

*CITY, STATE (Date)* – Just in time for Brain Cancer Awareness Month, *Maui Brewing Company* is participating in the national #BrewStacheStrong beer collaboration in solidarity with 250+ other craft breweries. This campaign will raise vital funds and much needed awareness for brain cancer research. Participating #BrewStacheStrong breweries will raise money through sales of their limited release of a *SMASH (Single Malt And Single Hop)* brew, with *MBC* rolling out "*Mustache Rodeo SMASH India Pale Lager*".

"When we were approached by Colin from StacheStrong on whether we would participate in a collaboration to raise funds for brain cancer research, it was an easy decision," said Brewer *James Newman*. "As a brewery, it was a simple way for us to bring awareness, not to mention the three brewers who developed the recipe have some NICE mustaches! Aside from being a great cause, we wanted to produce a *SMASH IPL* that showcases one of our favorite malt and hop varieties. *Golden Promise* is a pale malt that provides a rich bready sweetness creating a strong backbone that supports the tropical and citrus-like qualities of *El Dorado* (specifically grapefruit, candied orange, and pineapple). We will be launching *Mustache Rodeo* on *May 12th*, so stop by and enjoy a pint with us!"

*Mustache Rodeo* is brewed with *Golden Promise* malt and *El Dorado* hops, golden in appearance offering tropical fruit, citrus and grapefruit aroma with balanced flavor and





*notes of sharp pineapple and grapefruit rind. The beer will clock in at 8.0% ABV and 40 IBUs.*

“Being in a position to not only provide hope for families and patients diagnosed with brain cancer, but also serve as a catalyst for change by collaborating with Maui Brewing Company to raise significant funds and awareness for brain cancer research is something I’m truly passionate about,” said Colin Gerner, President and Co-Founder of StacheStrong. StacheStrong has had over 250 breweries committed to #BrewStacheStrong during national Brain Tumor Awareness Month throughout the month of May.

*You can find Mustache Rodeo on draft at MBC Kihei beginning May 12th, with availability at Maui Brewing Company locations in Lahaina (Maui) and Kailua or Waikiki (Oahu) in the following weeks.*

For more information about #BrewStacheStrong and the participating breweries, please visit [www.StacheStrong.org/brewstachestrong](http://www.StacheStrong.org/brewstachestrong). For regular updates about the campaign, follow @StacheStrong on Instagram, Facebook and Twitter.

For more information on MBC, visit [MauiBrewing.com](http://MauiBrewing.com) or follow @MauiBrewingCo on Facebook, Instagram, and Twitter.

###

### ***About Maui Brewing Company***

Founded in 2005, Maui Brewing Company is Hawaii’s largest craft brewery, operating 100% in Hawaii. MBC is based on Maui, with its production brewery, full-service restaurant and tasting room in Kihei, as well as restaurants in Lahaina (Maui), Kailua (Oahu), and Waikiki (Oahu). Maui Brewing Company is available in 20 states, 1 district, and 3 international countries with more areas to follow. For product and lifestyle imagery and logos, please visit



<http://mauibrewingco.com/logos-and-media-images/> and enter password:  
maui1234@

### **About StacheStrong**

StacheStrong is a 501(c)3 nonprofit organization devoted to raising funds and awareness for brain cancer research. Defeating brain cancer and improving the quality of patients' lives is their daily focus. StacheStrong has become a beacon of hope for countless individuals and families afflicted by this disease and serves as an ardent advocate for all those impacted by brain cancer. Net proceeds raised by StacheStrong go towards brain cancer research initiatives and together we WILL flip the script on this disease. Learn more and get involved at [www.StacheStrong.org](http://www.StacheStrong.org) as we fight towards a cure!

Contact:

Colin Gerner

StacheStrong, President and Co-Founder

[StacheStrong@gmail.com](mailto:StacheStrong@gmail.com)

(607) 761-0365

### **On Tap Now Press Release**

*(Personalize the italicized portions)*



## **Oskar Blues Brewery Releases S.M.A.S.H. For Stache IPA For Brain Cancer Awareness Month**

**Longmont, Colo.** – Oskar Blues Brewery announces the taproom-only release of *S.M.A.S.H. for Stache* (6.9% ABV), a double dry-hopped, heavily Sabro-infused SMaSH (stands for “single malt and single hop”) IPA. A portion of proceeds from sales of *S.M.A.S.H. for Stache* will benefit StacheStrong, an organization that raises funds for brain cancer research.

*S.M.A.S.H. for Stache* will be available on draft and in 6-packs of 12 oz. cans starting May 1 at all Oskar Blues taprooms – Longmont and Boulder, CO; Brevard, NC; and Austin, TX, locations.

*In S.M.A.S.H. for Stache IPA, award-winning Pale Genie malt, donated by Root Shoot malting, plays nice with a large amount of Sabro hops. Sabro shows off with flashy notes of tangerine, lime, pineapple and coconut with hints of mint and cedar. S.M.A.S.H. for Stache IPA will be available during the month of May, Brain Cancer Awareness Month, while supplies last.*

StacheStrong is a 501(c)3 charity devoted to raising funds and awareness for brain cancer research. More than 250+ breweries all over the nation have brewed beers to battle brain cancer alongside StacheStrong as part of the inaugural #BrewStacheStrong program. *Oskar Blues has supported StacheStrong since 2018 and is proud to participate in this year’s initiative among some of the nation’s most esteemed craft breweries.*

*Oskar Blues Head Brewer Juice Drapeau said, “We’ve been brewing SMaSH beers over the last four years as a way to R&D new hop varieties to see how they translate in a finished product. The Sabro Hop variety was a huge hit with staff and a fan favorite so we decided to rock this out for our friends at StacheStrong.” Find S.M.A.S.H. for Stache IPA at Oskar Blues taproom locations in Crowlers, on draft and in 6-packs of 12 oz. cans.*



###

### ***About Oskar Blues Brewery***

*Founded by Dale Katechis in 1997 in Lyons, Colorado, Oskar Blues Brewery launched the craft-beer-in-a-can apocalypse with their hand-canned flagship brew, Dale's Pale Ale. Today, Oskar Blues operates breweries in Colorado, North Carolina and Texas featuring Dale's Pale Ale as the nation's #3 top-selling craft can six-pack at U.S. supermarkets. Oskar Blues is available nationwide in the US and in over 20 countries. Oskar Blues Brewery is a proud member of CANarchy, a disruptive collective of like-minded craft brewers dedicated to bringing high-quality, innovative flavors to drinkers in the name of independent craft beer.*

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### **For More Information:**

<https://www.stachestrong.org>



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