



**WHISTLER
CRAFT BEER**

OCTOBER

**VILLAGE
MONTH**

2021

WHISTLER CRAFT BEER MONTH // OCTOBER 2021

Celebrating Craft Beer All Month Long

It is with great enthusiasm that we invite you to participate in the second annual Whistler Craft Beer Month, during the month of October. The Whistler Village Beer Festival team, in partnership with Tourism Whistler and the Resort Municipality of Whistler, are reaching out to the local pub, restaurant, activity, and spa sectors to curate programming around the celebration of craft beer for the month of October. Please see a recap of the strategic mandate below:

MAIN POINTS

- Create themed experiences highlighting culinary and beer exploration
- Work with RAW and pub sector to ensure engagement and excitement to create a variety of offerings from beer pairing menus, tastings, etc.
- Engage the activity and spa sector to participate with beer themed offerings e.g. barley scrub, biplane and a beer coupon, golf course bucket of balls and beer, etc.
- Create Craft Beer Month itineraries that highlight a variety of experiences at multiple venues throughout Whistler.



In partnership with Tourism Whistler, we will be leveraging existing marketing efforts through Destination BC, BC Craft Beer Month, and BC Ale Trail. We will be utilizing the Whistler Village Beer Festival, Gibbons Whistler database, Tourism Whistler database and partner channels, to encourage attendance, and participation from craft beer influencers and breweries.

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Intake of all peripheral interest will begin immediately and remain open until August 27, 2021, with the goal of releasing all programming and the event schedule on September 1st to allow for a one-month promotion prior to Whistler Craft Beer Month commencing.

SUBMISSION REQUIREMENTS

We will need the following information and materials from you:

- Name of the Experience or Offering
- A description
- Availability & Duration
- Reservation link or email address for reservations
- 1080 x 1080 square graphic
- FB event cover image
- Venue Logo (png)
- Brewery and/or partner logos (png)

If you are submitting an experience or offering and would like it included, please note the following:

1. You will need to make Whistler Craft Beer Month and Tourism Whistler (Go Whistler) a co-host of the experience on Facebook
2. You will need to hold off on announcing your event until AFTER our press release goes out - we are aiming to have the release go out September 1, 2021, to allow for maximum promotional opportunities.
3. If you require assistance connecting with breweries we have lots of engaged brewery partners that are keen to activate and we would be happy to put you in touch.
4. You will need to track how many people partake in your experience and/or offering and send these numbers to use after the event so they can be used for reporting purposes.

Thank you so much for your support of Whistler Craft Beer Month and for joining forces and resources to help us fill our resort during such challenging times! If you have any questions, please do not hesitate to reach out.

Special thanks to

PLEASE GET IN TOUCH

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