'Working with GABF is a great way to get brand recognition and work directly with guests. Being able to get our brand in front of such a large audience is worth every penny. Patrons are interested and engaged. Being able to bring a fun activation and a unique experience to guests in an unexpected place is priceless. The Brewers Association is great to work with and the event itself is run seamlessly.'

Angela Maly,
Field Sales Senior Manager
Alterra Mountain Company (Ikon Pass)
Facts + Figures
October 3–5, 2019 • Colorado Convention Center
Awards Ceremony • October 5

ATTENDANCE

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>60,000</td>
<td>62,000</td>
<td>60,000</td>
</tr>
</tbody>
</table>

(DURING FOUR TASTING SESSIONS)

VOLUNTEERS

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>4,308</td>
<td>4,086</td>
<td>4,280</td>
</tr>
<tr>
<td>Hours</td>
<td>66,854 hours</td>
<td>68,596 hours</td>
<td>63,623 hours</td>
</tr>
</tbody>
</table>

FESTIVAL BEER

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beers</td>
<td>3,900+</td>
<td>4,000+</td>
<td>4,000+</td>
</tr>
<tr>
<td>Breweries</td>
<td>800+</td>
<td>800+</td>
<td>800+</td>
</tr>
</tbody>
</table>

COMPETITION BEER

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beers</td>
<td>7,923</td>
<td>8,496</td>
<td>9,497</td>
</tr>
<tr>
<td>Breweries</td>
<td>2,217</td>
<td>2,404</td>
<td>2,295</td>
</tr>
</tbody>
</table>

COMPETITION FACTS

Judging Sessions: 6
Medals awarded: 318 medals plus 3 Pro-Am + Collaboration
Judges: 322 judges from 18 countries
Beer-style categories evaluated: 107 plus GABF Pro-Am + Collaboration
Average # of beers entered in each category: 88 beers
Category with highest number of entries: Juicy or Hazy IPA, 348 entries
Attendee Demographic Information

Age:
- 21-24: 2%
- 25-34: 32%
- 35-44: 32%
- 45-54: 19%
- 55-64: 10%
- 65+: 5%

Gender:
- Male: 68%
- Female: 30%
- Prefer Not to Say: 2%

Marital status:
- Single: 37%
- Married: 57%
- Other: 6%

Combined household income:
- $250K+: 6%
- $150-249K: 15%
- $100-149K: 23%
- $50-99K: 34%
- Under $49K: 22%

How Many Times Have You Attended GABF?
- Not at all: 4%
- 1-2 Times per Month: 21%
- 3-5 Times per Month: 23%
- 6-10 Times: 12%
- 11-15 Times: 3%
- 16-20 Times: 2%
- 21+ Times: 2%

How Often Do You Purchase Craft Beer?
- Not at all: 4%
- 1-4 Times per Month: 64%
- 5+ Times per Month: 32%

What was your mode of transit to and from the event? (select all that apply)
- Ride Share (Uber, Lyft): 47%
- Walk: 32%
- Light Rail: 23%
- Drive: 12%
- Carpool/Dropoff: 8%
- Bus: 6%
- Taxi: 1%
- Bike: 2%

Educational level:
- Less than H.S. Diploma: 4%
- High School Diploma: 12%
- Some College: 30%
- Bachelor Degree: 36%
- Graduate Degree: 18%

Lifestyle Interests:
- Pubs/Breweries: 97%
- Travel: 93%
- Camping/Hiking: 72%
- Live Music/Concerts: 74%
- Cooking: 64%
- Sporting Events: 66%
- Homebrewing: 43%
- Skiing/Snowboarding: 40%
### Sponsorship Benefits

#### Event Marketing

**Billboards & Transit**
Outdoor billboards plus light rail and bus wraps, and posters placed in the Denver, Boulder and Fort Collins metro areas for 4-10 weeks, location dependent.

**Emails**
Multiple emails sent to more than 200,000 American Homebrewers Association members, non-members, Brewers Association members and past festival attendees.

**News Releases**
News releases distributed pre- and post-event to national and local media.

**Posters**
5,000+ distributed to breweries, bars, liquor stores, homebrew shops and clubs.

**Print Advertising**

**Radio & Television**
Paid advertising on iHeart Media radio stations 97.3 KBCO, 103.5 The Fox, 106.7 KWBL The Bull, and 850 KOA, as well as paid partner promotions on CBSDenver.com

**Ticket Giveaways**
Radio partners 97.3-FM KBCO, 103.5-FM The Fox, 106.7-FM KWBL The Bull, and 850-AM KOA gave away tickets online and on-air as did other sponsors and exhibitors.

**Website**
There were more than 554,000 visits and 1.2 million page views on the GABF website between July and September.

**Online & Social Media**
Ongoing, year-round conversations with the 120,000+ #GABF social community on Instagram, Facebook and Twitter.

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“Being involved in The Great American Beer Festival is a huge opportunity for our brand. It is truly a rare experience to see so many people with a shared passion for one thing under the same roof. And the attendees go so far beyond just wanting to drink craft beer at the festival. They really want to learn, connect, share ideas and celebrate what is an amazing industry—and for us to be a part of that and associate our brand with it is an honor. With so many amazing craft brewery partners from different neighborhoods across the U.S., we loved the opportunity to bring them all together and celebrate our Jameson Caskmates brewery partner program under one roof.”

**Gary Feeney,**
Associate Brand Manager
Pernod Ricard USA & Jameson Caskmates
Festival Marketing

- Point of Purchase Digital Advertising
- Television Advertising
- Light Rail Exterior Wrap
- Traditional Outdoor Billboards
- Digital Billboards
- Light Rail Interior Posters
- Print Advertising
- Bus Exterior Wraps
- Television Advertising
Thanks to our sponsors for their generous support!

OFFICIAL SPONSORS

ASSOCIATE SPONSORS

OFFICIAL RADIO PARTNERS

PATRON SUPPORTERS

PREMIER SUPPORTERS

FEATURED CRAFT BREWERY SPONSORS

SUPPORTERS
"Attending GABF and having a presence there is very important to our company in many ways. It allows us to keep our finger on the pulse of the industry. The heart of the brewing community is there and in an ever-changing landscape it is vital to remain connected to the network. Additionally, there is no better place to get a chance to have your beers tested by not only 60,000 beer lovers during the festival, but also by the best beer judges in the world during the GABF competition. It is a “must” for our brewing company every year."

Jaime Dietenhofer, Founder/CEO
Figueroa Mountain Brewing Co.
70 Exhibitors (non-breweries)
Exhibitors displayed products such as beer cookbooks, brewing supplies, glassware, hop candles, kegerators, apps, portable hammocks, skis, hats, T-shirts, sunglasses and magazines.

Festival Flair Awards
All breweries were invited to decorate their booths.
2018 Brewery Table Winner: Spice Trade Brewing
2019 Brewery Table Winner: Parts & Labor Brewing Company

Silent Disco
Sponsored by Oskar Blues
Attendees sported wireless headsets and boogied to the tunes of a DJ. It was fun for participants and even more fun for spectators!

Eco-Friendly Initiatives
Great American Beer Festival is committed to creating a zero waste event. Compost, recycling and waste stations are placed throughout the venue. Energy usage is offset through the Colorado Carbon Fund and attendees can learn more in an educational area which featured sustainability in breweries.

Fresh Hops
The Washington Beer Commission brought the freshest beers from the 2019 hop harvest. Each session featured five fresh hop beers from 10 breweries that were not found elsewhere at the festival.

Great American Beer Festival
Hot Spots

Ikön Pass Stage
Presented by WinterWonderGrass®
Nothing goes better with beer than music! Located in The Backyard, WinterWonderGrass presented three sets of incredible live music per session. The 2020 WinterWonderGrass lineup was announced onsite and attendees had the opportunity to pick up their 2019-2020 IKON passes and WinterWonderGrass tickets all in one spot.

Paired
Sponsored by MicroStar Logistics
Attendees joined noted chefs and small & independent brewers in an intimate setting located just off the main hall. Showcasing how well craft beer pairs with local food, attendees sampled beers paired with foods prepared by chefs from across the country. Beers here were available only in the pavilion and not in the festival hall.

Jameson Caskmates Barrel Aged Beer Garden
Jameson brought its small and independent brewery partners from across the USA together to give craft beer lovers a chance to sample all of their barrel aged beers in one location. The interactive space allowed attendees to sample barrel aged beer and learn more about the aging process and the neighborhood collaborations that produced those amazing beers.

GABF Pro-Am Booth
Sponsored by Briess Malt & Ingredients Co., The Country Malt Group and White Labs
This booth featured 118 entries from teams of a homebrewer and commercial brewers who scaled up a homebrew recipe for this competition. Winners of the competition were awarded gold, silver and bronze medals.

Heavy Medal Booth
Attendees were able to sample medal-winning beers from previous Great American beer Festival and World Beer Cup competitions all in one spot. These beers represent some of the finest examples of beer styles in the world!

Camp CraftBeer.com
The CraftBeer.com Campground offered a fun and interactive way to immerse yourself in the world of small and independent craft brewers. Attendees were able to meet some of today’s hottest brewers and industry professionals, taste beers with professional beer judges, and go on a fun scavenger hunt to earn a CraftBeer.com merit badge.

The National Hot Dog & Sausage Council Backyard
The backyard continued to be a crowd favorite with a variety of yard games, music and exciting photo ops! The backyard was the DON'T miss festival within the festival.
Media Coverage

We try to be comprehensive, but with such extensive nationwide coverage, this list represents only a sampling of GABF’s media coverage. More than 500 million total media impressions!

National Coverage
102.5 The Bear - iHeartRadio
10News
1st Discount Brokerage
303 Magazine
3NewsNow
5280 Magazine
97.3
9News
9News.com
ABC15 Arizona
ABQJournal Online
Alerts
Alice 105.9
All About Apres Ski
American Homebrewers Association
AP (Hosted)
ApalachTimes.com
Arizona Foothills Magazine
Arkansas Times
ARLnow.com
Ascensus
Austin American-Statesman
AVING USA
AXS.com
Az Big Media
Azcentral.com
Bakersfield.com
Barchart.com
Beer Search Party
BendBulletin.com
Benzoinga
Beverage Media Group
Big Spring Herald
BizTimes
BizWest
Boise Weekly
Boorner News Herald
Boston Herald
BOSW - Market
Boulder DailyCamera.com
BoulderWeekly.com
BPAS
Brewbound.com
BrewPublic
Business Class News
Business North
California Latino News
CALIFORNIA’S HIGH SIERRA
Cameria
CBS Denver
CBS Pittsburgh
Centre Daily Times
Channel 3000.com
Charleston City Paper
Cheapism.com Blog
Chicago Tribune
ChicagoNow
Chronicle Journal
Cincinnati Enquirer
City News
CityBeat Blogs
Cleveland Scene
Cleveland.com
Colorado Latino News
Colorado Patch.com
Colorado Public Radio
Colorado Springs Gazette
ColoradoPols.com
ColoradoSprings.com
Colorado Sun
Columbia Missourian
Company Week
 Concordmonitor
Condé Nast Traveler
Cooking Channel
Cookisky’s Kitchen Gadget & Food Reviews
Cori’s Cozy Corner
Craft Beer and Brewing
Craft Brewing Business
CraftBeer.com
Crain Business Insurance
Crain’s Cleveland Business
Crestview News Bulletin
Crookston Times
Crow River Media
Cruise Critic US
Cruise Industry News
Daily Herald
Daily Penny Alerts
DailyHeralds
Davis Enterprise
Decorah News
Dental Economics
Denver 7
Denver Business Journal
Denver Eater
denverite.com
Detroit Free Press
DiningOut
DNRonline
Door County Pulse
Dow Theory Letters
Down East
DrinkedinBlog
Duluth News Tribune
East Bay Times
Eater Austin
Eater Portland
EDGE Denver
EIN Presswire
Electric Light & Power
Eu Jorsline
EVENTA
Fat Pitch Financials
Feast Magazine
FFF Challenge
Forbes
Fort Worth Weekly
Fortune
Fox 21 Delmarva
FOX 31 KDVR
FOX 40 WICZ TV
Franklin Credit Business Services
Fredericksburg.com
Frugalavoice
Gear Patrol
Genesee Republic
GistGear
GlobeNewswire
Good Beer Hunting
Granite Falls Advocate Tribune
Great American Financial Resources
Green Vacation Deals
Herald Online
Hop Culture
Houstonia Magazine
Idaho Statesman
IDC Chase
IndyStar
Inside INdiana Business
Intelligent Value
K renovation
KQTV-TV
KRIV-TV
KSAW-TV
KSBE.com
KSCI-TV
KSCC-TV
KSDK.com
Ktar.com
KTAR-FM
KFTV-TV
KTRH-AM
KTBB-TV
KTVD-TV
KTVQ-TV
KWEB-TV
KUNC
KUSA-TV
KUSI-TV
KTV
KVUE-TV
KWU-TV
KWGN-TV
KXGN-TV
Laredo Morning Times
Las Vegas Weekly
Laser Focus World
Life in a House
Live For Live Music
KEZI-TV
KFBI-AM
KFYI-AM
KGAB 650AM Radio
Kgw.com
Khon.com
KIV TV
KJCT-TV
KJTV-TV
KKCO-TV
KKTV-TV
KLAF-TV
KLBJ-AM
KLFY-TV
KMGH-TV
KMGP-TV
KNXV-TV
KOAM
KOAA-TV
KOAT-TV
KOB.com
KOLO-TV
KOMO-AM
kool1079
KPAX-TV
KPTM-TV
KQTV-TV
KRIV-TV
KSAW-TV
KSBE.com
KSCI-TV
KSCI TV
KTCO-AM
KTVQ-TV
KWEB-TV
KUNC
KUSA-TV
KUSI-TV
KTV
KVUE-TV
KWU-TV
KWGN-TV
KXGN-TV
Laredo Morning Times
Las Vegas Weekly
Laser Focus World
Life in a House
Live For Live Music

Media Coverage Continued

Media Coverage Continued

The Know – The Denver Post
The Ladysmith News
The Lethbridge Herald
The Manual
The Mercury News
The Middletown Press
The Mountaineer Publishing Company
The Navigator
The New School
The Newport Daily Express
The News & Observer
The News-Examiner
The Observer News Enterprise
The Pilot News
The Post and Courier
The Poteau Daily News
The Poughkeepsie Journal
The Press Democrat
The Punsautawney Spirit
The RIDGWAY Record
The Sacramento Bee
The Saline Courier
The Salt Lake Tribune
The San Diego Union-Tribune
The Santa Fe New Mexican
The Santa Fe Reporter
The Shelby Report
The Statesman Examiner
The Sweetwater Reporter
The Takeout
The Tennessean
The Times of Noblesville
The Traderszone Network
The Tribune
The Union
The Valley City Times Record
The Valley’s CW
The Wapakoneta Daily News
The Wichita Eagle and Kansas.com
The Wilson Times
The Wine Siren
The Yums
The Zebra
TheFullPint.com
TheGazette.com
Thesouthern.com
TheState.com
TheStreet
THIRST Colorado
Thrillist
Ticker Technologies
Times Record
Times Union
Travel Awaits
TravelPulse
Tribune (Premium)
Tyler Paper
Unified News Group
Union-Bulletin.com
US 93.3
USA Today
USAgNet
Utah Beer Blog
Value Investing News
Valuespectrum.com

VB Profiles
Vermont Latino News
Virginia Latino News
Vistindiana
Vox
WAOW - News Line 9
WAOW-TV
Wapakoneta Daily News
Washington Beer Blog
Washington DC News - Severna Park Chamber Guide
Washington Latino News
Waterloo-Cedar Falls Courier
Watertown Daily Times Online
WBND-TV
WBOC Tv 16
WBZ-AM
WCAX.com
WCAX-TV
WCPO
WCPO-TV
WDEL-FM
WDJT-TV
Weekly View
WESA-FM
West Virginia Latino News
Westword
WEWS-TV
WFMD TV-21
WFMY News 2
WHBL-AM
WHIO
Whitmer Daily News
WIBC-FM
Willamette Week
Wire News
Winslow Evans Crocker
Wisconsin Gazette
Wisconsin Latino News
WISC-TV
WISH-TV
WJEO-AM
WJEO-FM
WOIO-TV
Woonsocket Call
Workboat Indexes
World News Report - EIN
WPCH-TV
WPTF-AM
WRLA
WRBI Radio.com
Wsoctv.com
Wspynews.com
WSYR-TV
WTAG-AM
WTMJ-AM
WVEC-TV
Yahoo!
Yahoo! Finance
YES! Weekly
Your Valley
Your Valley Voice
We look forward to working with you!

Save the Date

SEPTEMBER 24–26, 2020

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Sales@brewersassociation.org