



GET THE MOST OUT OF YOUR MEMBERSHIP

YOUR QUICK GUIDE TO WISCONSIN BREWERS GUILD MEMBER BENEFITS

Your membership is more than a listing or annual dues. The more you participate, share and stay connected, the more we can promote your business, support your team and strengthen Wisconsin craft beer together.

START HERE: DO THESE FIVE THINGS FIRST

1

Join our members-only Facebook Group

Connect with fellow Guild members, ask questions, exchange ideas & stay connected to Guild opportunities.



2

Follow + tag @WISCONSINBREWERSGUILD

Tag us in events, releases, awards, collaborations, anniversaries and brewery news. Invite us as a collaborator when appropriate. The more you tag and engage with us, the more we see — and the more we can share.



3

Check your business listing + contacts

Make sure your Guild website listing, Brewery Trail Map information and contact information are current. Add the right people from your team so Guild information reaches the people who need it.



4

Activate your complimentary Beverage Federation Membership

New guild members receive a complimentary one-year Beverage Federation membership. Don't leave this benefit unused!



5

Bookmark our guild website Member Page

This is your home base for submitting events, job openings and graphic requests, plus accessing member resources, discounts and opportunities.



USE THE RESOURCES YOU'RE PAYING FOR



Post Your Jobs

Hiring? Submit openings through the Job Board Submission Form on the Member Page. The members-only job board is included with your brewery membership.



Check Your Member Discounts

Before making a purchase, check your member benefits. Affiliate Members provide exclusive discounts and special offers to Guild breweries.



Take Advantage of GABF Shipping

Participating in the Great American Beer Festival? Remember that coordinated GABF shipping support is part of your membership.



Share Education with Your Team

Guild education isn't just for the owner. Share Technical Conference opportunities and educational resources with your brewers, production staff, taproom managers, sales team, marketing staff and other employees. The more people at your brewery who use the membership, the more valuable it becomes.

PROMOTE YOUR BRAND



Send Us Your Events

Fill out the Member Event Submission Form to add eligible events to the Guild calendar and give us the opportunity to feature them through social media and the community newsletter. Submit early — more opportunities for us to promote it.



Request Your Custom Graphics

Guild members receive up to two custom co-branded promotional graphics each year. Hosting something special? Complete the Graphic Request Form on the Member Page and let us help get the word out.



Tag. Like. Share. Collaborate.

Don't wait for us to find your news! Tag the Guild and invite us to collaborate on relevant social posts. New beer? Award? Anniversary? Collaboration? Big event? Expansion? Great brewery story? We want to know.



And Seriously...Email Us!

Have something worth sharing or need help getting the word out? Email us at anytime. If we don't know about it, we can't promote it.

CONNECT + PARTICIPATE



Show Up!

Attend Guild Happy Hours, networking events and the annual meeting. Meet other breweries, exchange ideas and build relationships across the state.



Participate in Sip & Savor Wisconsin

Take advantage of early registration, member participation benefits and the opportunity to introduce your brewery to craft beer fans while connecting with fellow producers.



Join the Guild Collaboration Brew

Participating in the Great American Beer Festival? Remember that coordinated GABF shipping support is part of your membership.

Supporting, connecting,
and celebrating the people
who make Wisconsin craft
beer special.



wibrewersguild.com

USE YOUR VOICE



Participate in Advocacy!

The Guild provides a collective voice for Wisconsin craft breweries and representation on issues affecting our industry. Make that benefit gets stronger:

- Read legislative and regulatory updates
- Respond when the Guild sends an advocacy alert
- Tell us when an issue is affecting your brewery
- Participate in Legislative Day and other advocacy opportunities
- Share your story so we can better represent Wisconsin breweries



Understand + Support the WBG PAC

Learn how the Wisconsin Brewers Guild PAC supports the industry's voice and watch Guild communications for PAC updates, participation opportunities and ways to get involved.

HELP US GROW THE CRAFT BEER COMMUNITY



Share the Community Newsletter

Put the Guild's community newsletter QR code in your taproom and encourage customers to subscribe. We provide a downloadable, ready-to-print sign with QR codes so it's easy!



Invite Your Customers In

Encourage your customers to follow **@wisconsinbrewersguild** and engage with Guild content. More followers → greater reach → more opportunities to promote our member breweries.



Tell Us What You Need

The Guild isn't just here to send information to you. Have an idea for a webinar? Seeing an industry problem? Want a certain resource? Interested in collaborating with another brewery? Tell us. Member feedback helps shape Guild programming, advocacy and future initiatives.

MAKE YOUR MEMBERSHIP WORK FOR YOU



REFER A BREWERY

Know a brewery that should be part of the Guild? Send them our way!

New brewery members get 50% off their first year — and you earn \$50 in Guild credit toward your annual membership.



QUICK LINKS YOUR MEMBER HUB

SUBMIT AN EVENT

Add your brewery events to the Guild calendar.

POST A JOB

Share open positions on the members-only Job Board.

REQUEST GRAPHICS

Submit your request for custom co-branded graphics.

MEMBER RESOURCES

Access forms, resources, opportunities and other member benefits.



SIP & SAVOR WISCONSIN CELEBRATE WISCONSIN

Members get early access and participation opportunities at Wisconsin's premier craft beer celebration.



SAVE THE DATE



REGISTER EARLY



SHOWCASE YOUR BREWERY

[LEARN MORE](#)



VISIT OUR WEBSITE
wibrewersguild.com

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