WISCONSIN BREWERS GUILD

MCFLESHMAN'S BREWING CO. · APPLETON BEER FACTORY

JANUARY 11-12, 2027

BREWING BETTER TOGETHER

2027 TECHNICAL CONFERENCE

APPLETON, WI

ADVERTISING & SPONSORSHIP OPPORTUNITIES

Connect with Wisconsin brewery owners, brewers, managers, and industry professionals from across the state. The Wisconsin Brewers Guild Technical Conference brings together the people who keep Wisconsin craft beer moving forward through education, collaboration, and shared expertise.

WHO YOU'LL REACH

Brewery Owners · Brewers & Head Brewers · Taproom & Sales Teams
Operations & Production Managers · Industry Suppliers

DIGITAL PROGRAM ADVERTISING

Put your business in front of key decision makers!

COMMUNITY LISTING - $50

Included in our digital program and TV advertisements

- Business logo
- Website hyperlink
- Social media hyperlinks
- 25-word business description

BUSINESS SPOTLIGHT - $100

Included in our digital program and TV advertisements

- Full-screen 9:16 advertisement
- Website hyperlink
- Social media hyperlinks
- QR code linked to URL of your choice

FEATURED SPOTLIGHT - $150

Included in our digital program and TV advertisements

- Full-screen 9:16 advertisement
- Premium placement in digital program
- Recognition as a Conference Sponsor

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

wibrewersguild.com

CONFERENCE SPONSORSHIP OPPORTUNITIES

CONFERENCE SUPPORTER - $250

- Logo in digital program
- Logo on recognition TV slides
- Recognition on social media
- Thank-you mention during conference

CONFERENCE PARTNER - $500

Everything in Supporter plus:

- Larger logo in digital program
- Featured recognition on materials
- Dedicated social media thank you post
- Opportunity to provide promotional materials/swag for attendees

PRESENTING SPONSOR - $1000+

Everything in Partner, plus:

- Premium logo placement on all conference materials
- Sponsor recognition during opening remarks
- Featured placement in digital program
- Additional promotional opportunities (banner, signage, branded item, etc)

Full-page 9:16 ad example



SPECIALTY SPONSORSHIPS

MORNING REFRESHMENTS SPONSOR - $1300
Presenting Sponsor

~~**WELCOME RECEPTION SPONSOR - $1500**~~
Sponsorship secured

PIZZA BUFFET LUNCH SPONSOR - $2200
Presenting Sponsor

CONTACT

JAMIE HEIJNEN
Executive Director
info@wibrewersguild.com
wisconsinbrewersguild.com
414-293-2640

RESERVE YOUR SPONSORSHIP TODAY