



## WISCONSIN BREWERS GUILD

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

# WELCOME TO WISCONSIN'S CRAFT BREWING COMMUNITY

## BREWING BETTER TOGETHER

The Wisconsin Brewers Guild is the voice of Wisconsin's independent craft brewing community. Through advocacy, education, collaboration, and promotion, we help breweries grow stronger while building connections across our state's craft beer industry.



### ADVOCATE

Protecting the future of Wisconsin craft brewing through legislative advocacy and industry leadership.



### LEARN

Providing education, webinars, technical resources, and opportunities to help breweries succeed.



### CONNECT

Bringing together breweries, industry partners, home brewers, students, and craft beer enthusiasts to build a stronger craft community.



### BREWERY MEMBERSHIP

*Strengthen your brewery*

- Industry advocacy and representation
- Education and technical resources
- Brewery networking and collaboration
- Marketing and promotional opportunities
- Exclusive discounts and member benefits
- A stronger voice for your brewery



### INDIVIDUAL MEMBERSHIP

*Connect with Wisconsin's craft beer community.*

- For home brewers, students, and beer enthusiasts
- Learn, connect, and support independent craft beer
- Be part of Wisconsin's craft beer community



### AFFILIATE MEMBERSHIP

*Grow your business by supporting breweries*

- Brand visibility and recognition
- Direct connections with brewery owners and industry leaders
- Marketing and advertising opportunities
- Sponsorship and exhibitor access
- Priority promotion through Guild communications
- Recognition as a trusted industry partner



### CRAFT BEVERAGE PARTNER MEMBERSHIP

*Expand your reach in Wisconsin's craft beverage industry. **COMING SOON!***

- For wineries, cideries, distilleries, meaderies, and non-beer producers
- Build connections across Wisconsin's craft beverage community
- Collaborative marketing, networking, and industry opportunities



**VISIT OUR WEBSITE**  
[wibrewersguild.com](http://wibrewersguild.com)

### CONTACT US

414-293-2640

[info@wibrewersguild.com](mailto:info@wibrewersguild.com)



**WISCONSIN**  
BREWERS GUILD

Follow us on socials   [@wisconsinbrewersguild](https://www.instagram.com/wisconsinbrewersguild)

# BREWERY MEMBERSHIP



## CONNECT & COLLABORATE

- Annual meeting with Wisconsin brewing leaders
- Guild Happy Hours and networking events statewide
- Members-only Facebook community to connect and share ideas
- Cross-promotion and social media collaboration with fellow members
- Participate in the annual Guild Collaboration Brew
- Help shape the future of Wisconsin craft beer through Guild involvement



## PROMOTE YOUR BREWERY

- Brewery listing on the Guild website
- Featured on the Wisconsin Brewery Trail Map
- Event promotion through Guild social media, calendar and newsletter
- Two custom co-branded promotional graphics each year



## LEARN & GROW

- Continuing education webinars
- Early registration for the Guild Technical Conference
- Early registration for Sip & Savor Wisconsin
- Members-only job board



## SAVE MONEY & ACCESS EXCLUSIVE RESOURCES

- One-year complimentary Beverage Federation membership
- Exclusive discounts from Guild Affiliate Members
- Coordinated Great American Beer Festival shipping support
- Access to members-only resources and special offers
- Enhanced Sip & Savor Wisconsin participation stipend



## ADVOCACY

- A collective voice for Wisconsin craft breweries
- Legislative advocacy through the Guild and our PAC
- Guidance from experienced brewery leaders
- Representation on issues affecting Wisconsin craft beer

Join a community that's working together to strengthen Wisconsin craft beer. As a Guild member, you'll have access to opportunities that help your brewery connect, grow, and stay informed.

## MEMBERSHIP PRICING

*Based on annual barrel production*



### BREWERY MEMBER

**Under 3,000 barrels**

**\$295/year**

**3,000 - 9,999 barrels**

**\$595/year**

**10,000 - 19,999 barrels**

**\$1,495/year**

**20,000+ barrels**

**Variable pricing**

*Breweries joining the guild for the first time receive 50% off for one year.*



### BREWERY IN PLANNING

For breweries planning or preparing to open.

**\$150/year**

**CHOOSE ANNUAL BILLING  
FOR THE BEST VALUE**

*or pay monthly for added flexibility.*



**VISIT OUR WEBSITE**  
**wibrewersguild.com**

## CONTACT US

414-293-2640

info@wibrewersguild.com



**WISCONSIN**  
BREWERS GUILD

Follow us on socials   @wisconsinbrewersguild

# AFFILIATE MEMBERSHIP

## INCLUDED WITH EVERY AFFILIATE MEMBERSHIP

*Build relationships. Increase your visibility.  
Support the industry.*



## COMMUNITY & CONNECTIONS

- Access to the Guild Members-Only Facebook Community
- Invitations to Guild networking events and Happy Hours
- Member communications and legislative updates
- Opportunities to connect with breweries and fellow industry partners

## MARKETING & VISIBILITY

- Company listing on the Guild website
- Social media promotion
- Inclusion in the quarterly Guild community newsletter
- Opportunity to share exclusive offers with Guild brewery members
- Use of the official Wisconsin Brewers Guild logo

## EVENT BENEFITS

- Early registration for Guild events
- Discounted exhibitor pricing at Guild events
- Opportunities to participate in Guild sponsorships
- Access to educational programming and webinars

Affiliate Members are the businesses that help Wisconsin breweries thrive. Guild membership connects you with breweries across the state while supporting the future of Wisconsin craft beer.

## AFFILIATE MEMBERSHIP TIERS



### GOLD

Maximum visibility and year-round engagement with Wisconsin's craft brewing community.  
**\$2,500/year**

Everything included in Silver, plus:

- Complimentary Technical Conference exhibitor booth
- Premier website directory listing
- Dedicated Affiliate Spotlight Email
- Featured social media campaigns
- Logo recognition in Guild communications
- Full-page ad in Tech Conference and Sip & Savor digital programs
- Complimentary Tech Conference vendor registration
- Discounted Sip & Savor exhibitor booth
- First right of refusal for sponsorships
- Premier Wisconsin Brewers Guild Industry Partner recognition



### SILVER

Increase your visibility while building stronger relationships throughout Wisconsin's brewing industry. **\$1,000/year**

Everything included in Bronze, plus:

- Invitation to Legislative Day Reception (when held)
- Enhanced website directory listing
- Featured Affiliate Spotlight Email
- Priority social media features
- Recognition in Guild communications
- 1/2-page ad in Tech Conference & Sip & Savor digital programs
- Priority consideration for Guild sponsorships



### BRONZE

A great introduction to Wisconsin's brewing community. **\$500/year**

Everything included in the Affiliate Membership benefits, plus:

- Group Affiliate Spotlight Email
- 1/4-page ad in Tech Conference and Sip & Savor digital programs



**VISIT OUR WEBSITE**  
[wibrewersguild.com](http://wibrewersguild.com)

## CONTACT US

414-293-2640

[info@wibrewersguild.com](mailto:info@wibrewersguild.com)



**WISCONSIN**  
BREWERS GUILD

Follow us on socials   @wisconsinbrewersguild

# INDIVIDUAL MEMBERSHIPS



Individual Memberships welcome home brewers, students, and craft beer enthusiasts who want to support Wisconsin's independent brewing community. Join the Guild to connect, learn, and help strengthen the future of Wisconsin craft beer.



Designed for craft beer enthusiasts who enjoy brewing, learning, and connecting with others who share a passion for independent beer. Build your skills, share ideas, and become part of our community.  
**\$100/year**

## HOME BREWER MEMBERSHIP

### COMMUNITY & CONNECTIONS

- Access to the Guild Members-Only Facebook Community
- Invitations to Guild Happy Hours and networking events
- Connect with professional brewers, industry partners, and fellow home brewers across Wisconsin
- Participate in the Home Brewer Recipe Swap
- Home Brewer Spotlight opportunities in the Guild newsletter and on social media

### EDUCATION & EXPERIENCES

- Opportunity to attend the Wisconsin Brewers Guild Technical Conference
- Access to educational webinars and brewery-led presentations
- Participate in the annual Guild Collaboration Brew, culminating at Sip & Savor Wisconsin
- Opportunities to participate in exclusive brewery tours and behind-the-scenes experiences
- Early registration for select Guild events

### MEMBER BENEFITS

- Opportunity to sample your home brews at Sip & Savor Wisconsin
- Exclusive discounts and special offers from participating Guild Affiliate Members, including homebrew supply shops
- Volunteer opportunities at Guild events



Designed for students interested in brewing, fermentation, hospitality, business, and Wisconsin's craft beer industry.  
**\$35/year**

## STUDENT MEMBERSHIP

### COMMUNITY & CONNECTIONS

- Access to the Guild Members-Only Facebook Community
- Invitations to Guild Happy Hours and networking events
- Connect with brewery professionals, industry partners, and fellow students
- Receive Guild newsletters and industry updates

### EDUCATION & EXPERIENCES

- Opportunity to attend the Wisconsin Brewers Guild Technical Conference
- Access to educational webinars and brewery-led presentations
- Early registration for select Guild events

### MEMBER BENEFITS

- \$20 Student Member admission to Sip & Savor Wisconsin
- Access to internship, volunteer, and career opportunities shared by Guild member breweries



**VISIT OUR WEBSITE**  
[wibrewersguild.com](http://wibrewersguild.com)

### CONTACT US

414-293-2640

[info@wibrewersguild.com](mailto:info@wibrewersguild.com)



**WISCONSIN**  
BREWERS GUILD

Follow us on socials @wisconsinbrewersguild



# CRAFT BEVERAGE PARTNER MEMBERSHIP

COMING SOON!

Built for Wisconsin's independent craft beverage producers, the Craft Beverage Partner Membership brings together wineries, cideries, distilleries, meaderies, and other craft beverage businesses to connect, collaborate, and strengthen our state's craft beverage community.



## CONNECT & COLLABORATE

- Invitations to Guild Happy Hours and networking events statewide
- Connect with breweries and fellow craft beverage producers
- Members-only online community to share ideas and best practices
- Opportunities to collaborate on events, promotions, and educational programming
- Help strengthen Wisconsin's independent craft beverage community



## PROMOTE YOUR BUSINESS

- Business listing on the Guild website
- Featured in Guild social media and newsletters
- Cross-promotional opportunities with breweries and fellow producers
- Opportunity to participate in Sip & Savor Wisconsin and other events



## LEARN & GROW

- Continuing education webinars and workshops
- Educational resources relevant to independent beverage producers
- Access to industry trends, best practices, and networking opportunities



## SAVE MONEY & ACCESS EXCLUSIVE RESOURCES

- One-year complimentary Beverage Federation membership
- Exclusive discounts from participating Guild Affiliate Members
- Discounted registration for Guild events and educational programming
- Access to members-only resources and special offers
- Enhanced Sip & Savor Wisconsin participation stipend



## BUILD THE INDUSTRY

- Join a statewide network of independent beverage producers
- Foster collaboration across breweries, wineries, cideries, distilleries, and meaderies
- Support initiatives that strengthen our craft beverage community
- Help shape future Guild programming and partnerships

## MEMBERSHIP PRICING

**\$250/year**



## FOUNDING MEMBER

*Join as one of the first  
Craft Beverage Partners  
and help build this  
exciting new membership  
program.*

## BUILDING COMMUNITY

*The Wisconsin Brewers Guild  
believes a stronger craft  
beverage community  
benefits everyone. This  
membership was created to  
bring independent beverage  
producers together to  
collaborate, learn, and grow.*

## CHOOSE ANNUAL BILLING FOR THE BEST VALUE

*or pay monthly for added flexibility.*



**VISIT OUR WEBSITE**  
[wibrewersguild.com](http://wibrewersguild.com)

## CONTACT US

414-293-2640

[info@wibrewersguild.com](mailto:info@wibrewersguild.com)



**WISCONSIN**  
BREWERS GUILD

Follow us on socials   @wisconsinbrewersguild



# 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](http://wibrewersguild.com)

### CONTACT US

414-293-2640

[info@wibrewersguild.com](mailto:info@wibrewersguild.com)



**WISCONSIN**  
BREWERS GUILD

Follow us on socials   [@wisconsinbrewersguild](https://www.instagram.com/wisconsinbrewersguild)