



DC Beer Week Publicist Request for Proposal

Overview

This request for proposal is for building engagement and attendance for DC Beer Week, August 20-27, 2017. The right firm or individual will be able to help the DC Brewers' Guild (DCBG), now host of the week, effectively transition the event from a for-profit management model to a nonprofit community and market-building event. We seek a social media strategist and execution pro with energy and enthusiasm to generate real, measurable results.

Background

DC Beer Week was started almost a decade ago by DC's brewing community, then substantially smaller. The idea of a summer beer week was to bring people out at a slow time of year, spread the love across all area craft beer bars, and create energy around the growing beer scene. In recent years, DC Beer Week was part of a private company and was run for profit. Last year, the DC Brewers' Guild, the nonprofit association of the DC craft brewing community, took over. This year we have ambitious goals for building the event.

Today, there are 11 breweries in DC alone. There are beer events throughout the year, both at breweries and at larger events in the community (i.e. beer festivals, charity galas, beer dinners & tap takeovers). Close-in Maryland and Virginia suburbs have their own thriving beer scenes, creating a growing national buzz about craft beer in the DMV.

All good! The challenge for DC Beer Week, however, is to rise above the beery noise as the leading fundraiser for the DCBG, and friend-raiser for the DMV's entire craft beer community. DC Beer Week is aims to be a fun set of events for all those of legal drinking age and considered worthy of support by individuals, brewing organizations, restaurants and other businesses who think local.

What We Need

Last year, DC Beer Week focused heavily on earned media, including offering earned media spots to sponsors. With the growth of the number of participating breweries, bars, and restaurants, our strategy is shifting to a social one. While we will still look for earned media opportunities, we need a strategic social star to:

- **Lead the charge and oversee the messaging strategy** including planning and execution of the full PR/Marketing package. Ensure messaging is consistent, tools are provided, activation is well coordinated, deadlines are met, and all cats are herded and aligned!
- **Develop a strong messaging strategy** for acquiring event sponsors and soliciting event attendees. Take us from selling sponsorships (April-May), through developing collateral materials and paid ads (June-July), and building buzz up to and throughout the event (August 20-27). While the DCBG's Beer Week committee will be responsible for sponsorship recruitment and managing ticket sales, the right person for this job will craft the approach and messaging so it is seamless throughout the process.

- **Create and execute a promotional plan and provide related tools** for DC Beer Week staff and sponsors to easily get the word out. (e.g. prewritten tweets, a rollout calendar of social media pushes, and tailored copy for web content and email blasts)
- **Implement highly engaging social media strategy**, including full execution of strategy aligned with full DC Beer Week messaging strategy.
- **Define measurable campaign(s)** using specific social channels and the DC Beer Week e-mail list, both to generate visibility for sponsors and to encourage attendance at events
- **Advise on how to best use the DC Beer Week website**, ensuring that we get the most we can out of the site for event promotion.
- **Identify where to best focus public relations efforts** with messaging guidance and identification of nontraditional earned media (e.g. bloggers) and top social media channels
- **Grow existing marketing assets** (followers, fans, e-list subscribers) as well as develop new ones as needed (photo and logo bank, “owned” hashtags, etc.)
- **Gather and deliver trackable results** to the DCBG. How many folks did we reach via Instagram and Snapchat? What engagement did we see on Facebook and Twitter? How many more Untappd badges did we earn this year over last?

Asset Reference

- Website: www.dcbeerweek.net
- Twitter: @DCBrewersGuild
- Facebook: @DCBrewersGuild
- Instagram: @dcbrewersguild
- Mailing list: 2,300

Application Details

We'd like to hear how you'd approach this project in short form. Please submit proposals of no more than three pages to Kathy Rizzo, Executive Director, DC Brewers' Guild at Kathy@dcbg.org

Questions from interested consultants can be submitted to Holly Haliniewski, Operations Manager, DC Brewers' Guild at Holly@dcbg.org

Deadline for proposal submission: Friday, April 7, 2017