



Allied/Retail Membership Benefits

- Industry Networking Opportunities
 - Invited to all General Membership meetings (3 per calendar year)
 - Benefits of attending:
 - SDBG update on events/initiatives/programs
 - State of the state in the craft beer industry
- Consumer and Community Impressions
 - Company featured on SDBG website
 - Company information & location prominently displayed in SDBG map
 - 100,000+ maps distributed throughout San Diego County per year
 - Over 850 strategically located distribution points
 - Includes prominent areas within Petco Park, tourist centers, San Diego airport and craft beer-centric businesses
- Participate in San Diego Beer Week
 - Invited to the San Diego Brewers Guild Festival (2 day official kick-off event for SDBW)
 - ~4,000 people in attendance sampling some of San Diego's finest craft beers
 - Ability to submit events on SDBW website
 - Event(s) prominently featured on website with interactive calendar providing detailed information of each event