



London

BEER

CITY

LONDON BEER CITY OVERVIEW

London's beer scene has never been more exciting. With hundreds of breweries, bars, pubs and bottle shops, the city is now the undisputed European capital of modern beer - and London Beer City (3-13 August) is its crowning glory.

Why? Because it's the only event that captures the city's restless spirit. Now in its 4th year, this 10-day-long celebration takes in the city's best breweries (including Beavertown, Five Points, Fourpure, Fuller's, The Kernel and more), pubs and bars (Mother Kelly's, Mason and Co, Craft Beer Co. and more) and bottle shops (Hop Burns & Black, We Brought Beer, Caps and Taps).

It's backed by the London Brewers Alliance and run by a committee taking in the cream of the city's beer-loving talent. London Beer City represents a unique opportunity to connect with the city's most savvy drinkers.



LONDON BEER CITY IN FIGURES

10,000

attendees

100

events

10,000

programmes

30,000

organically
generated Twitter
followers

1m+

Twitter
impressions

MEDIA

London Beer City featured prominently in dozens of publications - both print and online - including Time Out, The Evening Standard, The Independent, The Financial Times, Londonist and many more besides.

The cream of London and the UK's finest breweries also took part, including Camden Town, Thornbridge and Brewdog.



CAMDEN AT LONDON BEER CITY



SATURDAY



KEG LEGS

Slap on your amber goggles and dive into London Beer City festival. Find brewing masterclasses, tours and tastings at venues across the city throughout the week, from BrewDog in Shepherd's Bush to the Hop Stuff Brewery in Woolwich. (londonbeercity.com)



EveningStandard.

REPORT
London Beer City: A capital-wide beer festival is upon us

TimeOut London

Hop to it! Six events to check out at London Beer City

Stout-sippers, lager-lovers and beard-havers, it's our pleasure to announce that **London Beer City** is back this weekend.

The city-spanning nine-day festival brings hop-forward happenings to some of the city's best breweries and drinking joints, as well as special one-offs brews, tours and just a dash of weirdness.

You can see the full schedule [here](#), but below we've listed the six events we're most psyched about.

THE HANDBOOK LONDON BEER CITY RETURNS

London is your playground... The Handbook is your guide

ENDORSEMENTS

London Beer City captures the mood of a city as it continues to achieve brewing greatness; last year I thoroughly enjoyed a collaborative talk and tasting with Orbit at We Brought Beer in Clapham. A great beer city needs a great event and this is it.

ADRIAN TIERNEY-JONES BEER WRITER

We loved being a part of London Beer City; it offered us a unique chance make a venue our home. It was also more fun than any other London event. Bring on 2017!

TODD NICHOLSON
NEW ZEALAND BEER COLLECTIVE

London Beer City is an amazing showcase for the city's beer community. The days are packed with things to do, for a range of interests, budgets and beer familiarities, which is great for such a thirsty town! I love seeing what breweries and pubs come up with.

DOREEN JOY BARBER FIVE POINTS BREWING CO

We were delighted to be involved in London Beer City; our week-long tap takeover at the Craft Beer Company was a great success. Not only did we have the opportunity to share our beers and our story with beer fans from London, but we spoke to many that had made the trip from outside the UK – an amazing testament to good beer and London Beer City.

ALEX BUCHANAN THORNBRIDGE

London Beer City is the central event in the LBA's calendar, and allows us to showcase what's so special about the London Brewing scene. London has now become THE destination in the UK for the serious beer drinker, and London Beer City is a big part of that.

PADDY JOHNSON, LONDON BREWERS' ALLIANCE

BRAND INVOLVEMENT

£250

- Become a London Beer City partner
- Listed on the website**
- Article on the London Beer City website about your business; promotion through Twitter, Instagram and Facebook

£1000

- Logo on the website (partners page) and in the programme (Page 2)
- Highlighted event listing online and in print**
- Five tweets in the run-up to the event
- One facebook post**
- One instagram post
- Promotion through Craft Beer London**
- Quarter page advert in the programme



BRAND INVOLVEMENT

£3000

- Page in programme detailing brand activity or heritage, plus full-page advert, plus logo on sponsors page
- Logo displayed prominently on website (partners page)**
- Increased visibility for events on London Beer City schedule
- Inclusion in main London Beer City press release, sent out to relevant UK national, lifestyle and listings magazines**
- One dedicated feature on London Beer City website
- One dedicated feature on Craft Beer London website, promoted through Craft Beer London's social media following**
- Social media support: Five tweets, two facebook posts and two instagram images
- Half-page advert in the programme**

£10,000

- Sole headline sponsorship of the event
- Private consultancy to discuss events and work on maximising brand visibility during the event**
- Logo and brand details displayed prominently on the London Beer City homepage
- Page in programme detailing brand activity or heritage, plus full-page advert**
- Prominent inclusion in main London Beer City press release, sent out to relevant UK national, lifestyle and listings magazines
- Two dedicated features on London Beer City website**
- Two dedicated features on Craft Beer London website
- Social media support:**
 - Daily tweets from July 1 to August 14
 - Weekly facebook posts
 - Two instagram images a week between July 1 and August 13

KEY DATES

20 JUNE

Programme deadline

6 JULY

Launch party, schedule and sponsors announced

21 JULY

Programme distributed around London

3 AUGUST

London Beer City begins
