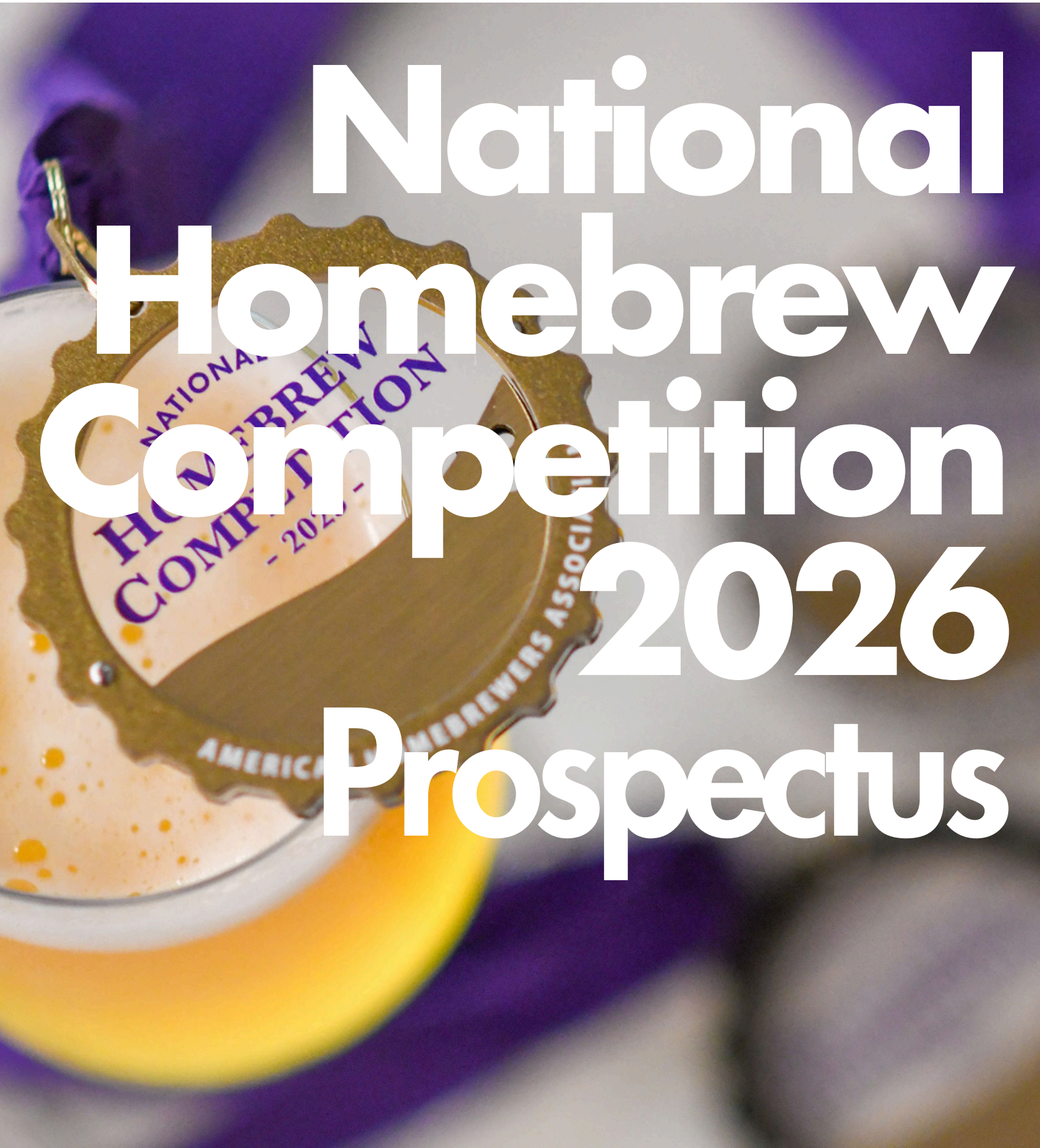




American Homebrewers
Association

National Homebrew Competition 2026 Prospectus



About AHA



Celebrating and uniting homebrewers... since 1978.

As the world's leading homebrewing association the American Homebrewers Association (AHA) is devoted to the following vision:

A homebrewer in every neighborhood and a homebrew club in every community.

We are a membership-run organization operating as both a 501(c)(3) and 501(c)(6) nonprofit.

The National Homebrew Competition

The NHC recognizes the most outstanding, world-class homebrewed beer, mead, and cider. In 1979, 34 entries competed in the first NHC held in Boulder, CO. Since then, over 170,000 entries have been evaluated. It is the largest homebrew competition in the world.

In 2026, we're returning to celebrating homebrewing in person on a global scale. The National Homebrew Competition Final Round Judging will take place **June 17-18 in Asheville, North Carolina**. This will be immediately followed by **Homebrew Con June 19-20**, AHA's annual conference that brings together members to learn about the art of brewing and fermentation.



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AHA's National Homebrew Competition is the world's largest, longest running and most competitive beer, mead and cider competition. 2026 will be NHC's 47th year and it is comprised of eleven different events. Nine First Round judging locations, Final Round judging and the Awards Ceremony during Homebrew Con in Asheville, NC. We look forward to you being part of this global competition.

Julia Herz
AHA Executive Director

19,000+
members

169,000+
monthly website
visitors

45,000+
email
subscribers

200,000+
social media
followers

General Information



NHC & HBC Schedule*

Tuesday, February 3

NHC First Round entries open

March 14 - April 19

NHC first-round judging (9 locations)

Wednesday, June 17

NHC Final Round Day 1 Judging - 1:30 P.M - 5:30 P.M.

Thursday, June 18

NHC Final Round Day 2 Judging - 9:00 A.M - 5:00 P.M.

AHA Club Officer Bootcamp

Brewery Tours

Friday, June 19

BJCP Exams

Brewers Talks Sessions

Homebrew Expo

Club Night

Saturday, June 20

BJCP Exams

Brewers Talks Sessions

Homebrew Expo

NHC Awards Ceremony

Knock Out Party

**Subject to change*

Key Dates & Deadlines

Thursday, April 30

Sponsor print deadline for *Zymurgy* Magazine

Friday, May 15

HBC Exhibitor and Sponsor Registration Closes

June 17 - June 18

NHC Final Round Judging

Thursday, June 18

Exhibitor Move-In

Friday, June 19 - Saturday, June 20

Homebrew Con

Saturday, June 20

Exhibitor Move-Out

**Visit the official [NHC website](#)
and [HBC website](#) for more
details on each event!**

**Questions? Contact
Eric Vicharelli**

partnerships@homebrewersassociation.org
303-749-5459



National Homebrew Competition Awards



Ninkasi Award

Awarded to the entrant who accumulates the most points in the Final Round of the National Homebrew Competition.

Sponsor Benefits:

- All reference of the Ninkasi Award will include “brought to you by [Sponsor Name].”
- Prominent logo recognition on National Homebrew Competition webpages (linked to your website).
- Opportunity to announce award-winner on stage during awards ceremony.
- Sponsor logo on screen when award is announced.
- Inclusion in *Zymurgy* Magazine’s National Homebrew Competition Sponsor Spotlight.
- Three (3) months of run-of-site banner advertising on HomebrewersAssociation.org website.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).
- Ability to provide sponsored content story to be posted on HomebrewersAssociation.org for 30 days.
- Up to three slides (static image/branding) with accompanying MC mention (e.g. a few lines of copy) placed throughout the National Homebrew Competition awards ceremony.
- One (1) AHA Partner Email sent to the AHA database of 45,000+ email addresses.

Investment: \$3,000



Homebrew Shop of the Year

Awarded to a homebrew supply shop on the merits of community support, education, customer service and engagement, promotion of homebrewing, and responsible business practices.

Sponsor Benefits

- All references of Homebrew Shop of the Year Award will include “brought to you by [Sponsor Name].”
- Prominent logo recognition on National Homebrew Competition webpages (linked to your website).
- Opportunity to announce award-winner on stage during awards ceremony.
- Sponsor logo on screen when award is announced.
- Inclusion in *Zymurgy* Magazine’s National Homebrew Competition Sponsor Spotlight.
- Three (3) months of run-of-site banner advertising on HomebrewersAssociation.org website.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).
- Ability to provide sponsored content story to be posted on HomebrewersAssociation.org for 30 days.

Investment: \$2,000

Gambrinus Club Award - **SOLD!**

Awarded to the homebrew club that accumulates the most final points per total club entries in the National Homebrew Competition.

Sponsor Benefits:

- All reference of the Gambrinus Club Award will include “brought to you by [Sponsor Name].”
- Prominent logo recognition on National Homebrew Competition webpages (linked to your website).
- Opportunity to announce award-winner on stage during awards ceremony.
- Sponsor logo on screen when award is announced.
- Inclusion in *Zymurgy* Magazine’s National Homebrew Competition Sponsor Spotlight.
- Three (3) months of run-of-site banner advertising on HomebrewersAssociation.org website.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).

Investment: \$1,200

National Homebrew Competition Awards



Hombrew Club of the Year - **SOLD!**

Awarded to the club accumulating the most points in all categories of beer, mead, and cider in the final round of the National Homebrew Competition.

Sponsor Benefits:

- All reference of the Homebrew Club of the Year Award will include “brought to you by [Sponsor Name].”
- Prominent logo recognition on National Homebrew Competition webpages (linked to your website).
- Opportunity to announce award-winner on stage during awards ceremony.
- Sponsor logo on screen when award is announced.
- Inclusion in *Zymurgy* Magazine’s National Homebrew Competition Sponsor Spotlight.
- Three (3) months of run-of-site banner advertising on HomebrewersAssociation.org website.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).

Investment: \$1,200

Meadmaker of the Year

Awarded the maker(s) of the best-of-show mead judged in the final round of the National Homebrew Competition.

Sponsor Benefits

- All reference of the Meadmaker of the Year Award will include “brought to you by [Sponsor Name].”
- Prominent logo recognition on National Homebrew Competition webpages (linked to your website).
- Opportunity to announce award-winner on stage during awards ceremony.
- Sponsor logo on screen when award is announced.
- Inclusion in *Zymurgy* Magazine’s National Homebrew Competition Sponsor Spotlight.
- Three (3) months of run-of-site banner advertising on HomebrewersAssociation.org website.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).

Investment: \$1,200

Homebrewer of the Year

Awarded to the brewer of the best-of-show beer judged in the Final Round of the National Homebrew Competition.

Sponsor Benefits

- All reference of the Homebrewer of the Year Award will include “brought to you by [Sponsor Name].”
- Prominent logo recognition on National Homebrew Competition webpages (linked to your website).
- Opportunity to announce award-winner on stage during awards ceremony.
- Sponsor logo on screen when award is announced.
- Inclusion in *Zymurgy* Magazine’s National Homebrew Competition Sponsor Spotlight.
- Three (3) months of run-of-site banner advertising on HomebrewersAssociation.org website.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).

Investment: \$1,200

Cidermaker of the Year

Awarded to the maker(s) of the best-in-show cider judged in the Final Round of the National Homebrew Competition.

Sponsor Benefits

- All reference of the Cidermaker of the Year Award will include “brought to you by [Sponsor Name].”
- Prominent logo recognition on National Homebrew Competition webpages (linked to your website).
- Opportunity to announce award-winner on stage during awards ceremony.
- Sponsor logo on screen when award is announced.
- Inclusion in *Zymurgy* Magazine’s National Homebrew Competition Sponsor Spotlight.
- Three (3) months of run-of-site banner advertising on HomebrewersAssociation.org website.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).

Investment: \$1,200

To view a list of previous winners and sponsors, [see here](#).