AMERICAN HOMEBREWERS ASSOCIATION

PARTNER WITH AHA



Connect your brand with the people who brew, learn, share, lead, judge, compete, and keep homebrewing moving forward.

American Homebrewers Association

Dear Friends,

Think about what happens when homebrewers get together. Someone shares a beer they're proud of. Someone asks a question they've been struggling with. A recipe changes hands, one experiment inspires another, and people who arrived as strangers leave with plans to brew together.

Those moments are the heart of homebrewing. They bring joy, spark curiosity, and create friendships that last well beyond the brew day. We're asking you to help us support this journey while connecting your business with the world's largest and longest-running homebrewing community.

At the American Homebrewers Association, we help people find their way into the hobby and keep discovering reasons to stay. Through education, competitions, gatherings, advocacy, and connections across clubs and communities, we bring thousands of stakeholders together. Our members learn, experiment, share what they know, and inspire each other. They grow through the AHA's network of resources and leaders, including you.

Your partnership and the brewing knowledge, products, and services you share help make that possible. Behind every opportunity to reach a homebrewer is a person: a beginner finding the confidence to try, a longtime brewer discovering something new, or a club member finding their people.

We know your business has its own story and a stake in this community's future. We'd love to build a partnership that supports your goals while helping the hobby we share thrive.

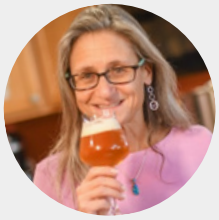
Please join us as an AHA partner. Together, we can welcome more people to homebrewing and keep the learning, connection, and joy flowing.

With gratitude,

Shawna Cormier
Board Chair



Julia Herz
Executive Director



Put Your Brand in the Heart of the Homebrewing Community

Why Partner with AHA?

Since 1978, the American Homebrewers Association has connected the homebrewer community with trusted education, resources, recognition, events, competitions, businesses, products, and ideas. We have a straightforward vision:

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

For companies that serve this audience, partnering with the AHA is about more than putting a logo on something. It is a chance to show up where homebrewers are already engaged and build meaningful visibility through the channels, programs, and experiences they value most. Whether your goal is brand awareness, product education, direct engagement, community support, or a deeper relationship with the AHA, we offer flexible ways to build a presence that fits your goals and budget while helping grow and strengthen the homebrewing community. AHA members don't sit on the sidelines, they continually invest in the hobby.

Why the AHA Audience Matters

- **Active hobbyists, not passive consumers:** AHA members continually learn, experiment, buy, upgrade, and invest in their craft.
- **Trusted influence travels through the community:** homebrewers share products, ideas, recommendations, and experiences with peers and clubs.
- **Multiple ways to build relevance:** connect through trusted content, digital channels, events, competition, and community programs.
- **Reach customers across the relationship cycle:** from first exposure to repeat engagement, familiarity, and long-term loyalty.

19,000+ members

108,000+ monthly website visitors

45,000+ email subscribers

161,000+ social media followers

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KEY EVENTS:

- NHC & HBC Registration Opens: Jan. 2027
- Big Brew Day: May 1, 2027
- Homebrew Con: July 16–17, 2027
- Home Fermentation Day: Aug. 7, 2027
- Learn to Homebrew Day: Nov. 6, 2027
- AHA Happy Hours & Zymurgy Lives: Monthly, based on content – updated schedule online





*Opportunities availability are subject to timing and production deadlines. Review each section for applicable dates and requirements. Recurring opportunities typically require **3–5 weeks of lead time** for planning, development, and fulfillment.*

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Year-Round Packages at a Glance

A year-round partnership gives your company repeated ways to be seen, participate, support the community, and build a closer relationship with the AHA and its members. Packages are built around different goals and are not strictly cumulative. Each offers its own mix of print, digital, content, event, and partner-only benefits, including opportunities that are not available as standalone purchases. See following pages for package breakdowns and details.

BENEFIT	AHA PARTNER $23,000 Limited to 3	ELITE SPONSOR $12,500	COMMUNITY CONTRIBUTOR $5,500	WET YOUR WHISTLE SUPPORTER $2,500
***Zymurgy* Magazine Ads**	Full-page ads in all issues	Ads in all issues	Ads in half of issues; sponsor's choice	Single ad (sponsor's choice)
Zymurgy Live Recognition	All episodes	Once per quarter	(3) Episodes; sponsor's choice	(2) Episodes; sponsor's choice
What's Brewing eNewsletter	Custom recognition in ALL What's Brewing eNewsletters	(4) Banner ads (2) Sponsor content	(3) Banner ads (1) Sponsor content	(2) Banner ads
Event Recognition	AHA Partner recognition at HBC through available channels	Elite Sponsor recognition at HBC through available channels	Community Contributor recognition at HBC through available channels	—
AHA Partner Email	(2) Partner driven emails sent via AHA: max outreach	(1) Partner driven emails sent via AHA: max outreach	—	—
AHA Holiday Sponsorship	Priority placement in ALL (3): Big Brew for National Homebrew Day, Home Fermentation Day, & Learn to Homebrew Day	Priority placement in (1): partner's choice	—	—
Homebrew Con Exhibit	(1) Essential booth with upgrade options; see pg 13	(1) Essential booth with upgrade options; see pg 13	—	—
Package-Only Benefits	• Exclusive promotion to new members • Top tier promotion of exclusive member deals • Custom partner appreciation where available • AHA-Partner logo • Advertising add-on discount (20%) • Regular check-ins with AHA staff	• Exclusive offers to AHA clubs • Product review content • Regular check-ins with AHA staff	• Club resource page ad • Custom Forum page features	(2) Website banners
Value	Partnership value: $32K + exclusive perks	Partnership value: $10K + exclusive perks	Partnership value: $6K + exclusive perks	Partnership value: $4k + exclusive perks

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Package Breakdown

Detailed Partnership Opportunities

AHA Partner Package

Cost: $23,000

With our broadest visibility, deepest integration, and strongest connection to the homebrew community, the AHA Partner package shows up across signature events, AHA Homebrew Holidays, digital and print visibility, and year-round touchpoints. It is more than a media package. The AHA Partner Package is top of mind for new opportunities and receives benefits that are not available outside this package.

Built for brands ready to make a meaningful, lasting investment in the homebrew community through the AHA's highest partnership level. To keep the AHA Partner Package truly signature, this opportunity is limited to just three partners.

AHA Partners Receive:



$32K+ VALUE

- Four full-page *Zymurgy* ads, one in every issue for a year
- Four *Zymurgy* sponsor recognition shoutouts with logo
- Recognition on ALL Zymurgy Live episodes (priority placement on this non-exclusive opportunity)
- Recognition in every What's Brewing eNewsletter for year-round inbox visibility
- AHA Partner recognition at Homebrew Con through available channels
- Two partner-driven emails sent through the AHA database (final content approved by AHA)
- Recognition across all three AHA Homebrew Holidays, with priority placement on these non-exclusive opportunities:
  - Big Brew for National Homebrew Day
  - Home Fermentation Day
  - Learn to Homebrew Day
- One Essential booth with upgrade options for a bigger Homebrew Con presence

Exclusive Benefits:

- Exclusive new member promotion, with your offer featured on the confirmation page for new and renewing members
- Top-tier promotion of exclusive Member Deal
- Custom partner appreciation, where available and appropriate, across a mix of AHA communications, platforms, and member touchpoints throughout the year
- Official license to use a custom AHA Partner logo
- Advertising add-on discount (20%)
- Regular check-ins with AHA staff

The 20% advertising add-on benefit applies to eligible advertising opportunities and does not apply to Homebrew Con exhibit/sponsorship purchases or National Homebrew Competition sponsorships.

Package Breakdown

Detailed Partnership Opportunities

Elite Sponsor Package

Cost: $12,500

The Elite Sponsor Package gives your company a consistent year-round presence and multiple ways to build a deeper connection with the homebrewing community. It also unlocks opportunities reserved for committed AHA supporters, helping your company become a familiar name homebrewers know and trust.

Elite Sponsors Receive:

- One full-page *Zymurgy* ad
- Three half-page *Zymurgy* ads, for four total year-round placements
- Four Zymurgy sponsor recognition shoutouts with logo
- Four Zymurgy Live Spotlight features, as often as once per quarter
- Four What's Brewing banner ads
- Two What's Brewing sponsored content features, for a total of four newsletter placements
- Elite recognition at Homebrew Con through available channels
- One partner-driven email sent through the AHA database
- Recognition for one AHA Homebrew Holiday of your choice, with priority placement on this non-exclusive opportunity:
  - Big Brew for National Homebrew Day, OR
  - Home Fermentation Day, OR
  - Learn to Homebrew Day
- One Essential booth with upgrade options at Homebrew Con

Exclusive Benefits:

- Exclusive offers to AHA clubs
- Product review content
- Regular check-ins with AHA staff



Package Breakdown

Detailed Partnership Opportunities

Community Contributor Package

Cost: $5,500

The Community Contributor Package goes beyond general brand awareness to build a stronger presence across AHA content and community channels. It combines substantial *Zymurgy* visibility with What's Brewing placements, sponsored content, club-focused visibility, and package-only Zymurgy Live features.

The result is more chances to be seen and say something useful. The Community Contributor Package helps build familiarity with the community and gives your company room to share the expertise and resources homebrewers are looking for.

Community Contributors Receive:

- Two half-page *Zymurgy* ads, with placement in every other issue
- Four Zymurgy sponsor recognition shoutouts with logo
- Three Zymurgy Live Spotlight Features to connect with the homebrewing community live
- Three What's Brewing banner ads
- One What's Brewing sponsored content feature
- Community Contributor recognition at Homebrew Con through available channels

Exclusive Benefit:

- Exclusive club resource page ad
- Custom forum page features

$6K+ VALUE



Package Breakdown

Detailed Partnership Opportunities

Wet Your Whistle Supporter Package

Cost: $2,500

The Wet Your Whistle Supporter Package gives your company a recurring AHA presence without building an advertising plan one placement at a time. Premier puts your brand across several AHA channels, from Zymurgy and What's Brewing to website banners and Zymurgy Live.

It is a practical entry point for reaching homebrewers in the places they already spend time with the AHA. Think of Wet Your Whistle as a sampler flight: an easy way to get a taste of several channels while keeping the package simple.

Wet Your Whistle Supporters Receive:

- One half-page *Zymurgy* ad
- Four Zymurgy sponsor recognition shoutouts with logo
- Two Zymurgy Live Spotlight Features
- Two What's Brewing banner ads
- Two website banner placements

$4K+ VALUE



ZYMURGY

Zymurgy Ads

A cornerstone of the homebrewing community, *Zymurgy* is the trusted AHA publication members turn to for practical know-how, fresh ideas, and the trends shaping the hobby. Each issue helps readers refine technique, explore new products and processes, and discover new perspectives from across the homebrewing world.

Premium back cover and inside front/back placements are available as add-ons and are first-come, first-served. Remaining placements are assigned based on availability. Put your message in front of readers in the next issue of *Zymurgy*.



Full-Page Advertisement	$2,400
Half-Page Advertisement	$1,200
Back Cover, Inside Cover Front/Back	Additional: $600

Advertorial / Sponsored Content: $1,600

Give readers more time with your message and more context for how your company fits into the hobby. Useful, relevant sponsored content in *Zymurgy* can bulld familiarity, reinforce credibility, and create a stronger connection than a traditional ad alone. It's a deeper way to share your expertise with homebrewers.

Multi-Ad Savings

Four or more *Zymurgy* ads receive 10% off eligible placements.

Submission Deadlines:

Ad submission deadlines are scheduled for the first Friday of the following months:

Zymurgy Magazine Issue:	Ad Deadline:	Deadline at a Glance:
1st Quarter	First Friday of November	Nov. 6, 2026
2nd Quarter	First Friday of February	Feb. 5,2027
3rd Quarter	First Friday of May	May 7, 2027
4th Quarter	First Friday of August	Aug. 6, 2027

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Online Presence

Email, What's Brewing, and Educational Opportunities

Online Presence gives brands multiple ways to stay connected with homebrewers through AHA's digital and educational channels. **Zymurgy Live** offers education-focused conversations around timely homebrewing topics; AHA **Happy Hours** create a more informal space for interviews and open discussion; **What's Brewing banner ads** place your brand inside the regular homebrew rhythm of timely updates, ideas, events, and resources; and **Sponsored Content** combines an educational feature on the AHA website with promotion through What's Brewing. Additional opportunities include **partner-driven emails** and **prominent website advertising**.

Zymurgy Live	$350 each
Happy Hour	$350 each
What's Brewing Banner Ad	$400
What's Brewing Sponsored Content	$750

Snapshot of the AHA's 2026 audience reach:

- 19,000+ members
- 108,000+ monthly website visitors
- 45,000+ email subscribers
- 161,000+ social media followers

Partner-Driven Email: $3,000

Sent via AHA

Give your message some room to breathe with a full email built around your story, promotion, or both. Working within the AHA's voice and communication standards, your content is delivered through our email platform to an engaged homebrew audience, with more room to connect and drive action than a placement inside a larger send.

Prominent Web Ad: $3,000

Put your message where homebrewers are already clicking. This flexible digital placement gives your brand prominent visibility across select AHA web pages without getting in the way of the user experience. Promote an offer, introduce your brand, or drive traffic to a landing page. Run time for your ad is 6 months.



AHA Homebrew Holidays

Community Moments

AHA Homebrew Holidays are longstanding traditions built around what homebrewers do best: brew, share, celebrate, and bring other people into the hobby. Big Brew has been celebrated since 1988, and Learn to Homebrew Day since 1999, giving these occasions decades of recognition in the community. Each holiday gives homebrewers a different reason to plan, gather supplies, try something new, share what they know, and invite others in. For brands, this creates natural opportunities to connect while homebrewing is active and top of mind. These opportunities are non-exclusive.

Holiday Sponsor Benefits

Sponsors of one or more holidays receive the following benefits:

- Add-on option to provide a relevant offer, resource, or call to action
- Rights to promote your support as an official holiday sponsor
- Advertising add-on discount (10%)
- Recognition across applicable Holiday communications, which may include:
  - What's Brewing newsletter
  - Promotional resource(s)
  - Social media
  - Homebrew holiday landing pages
  - Zymurgy holiday pre- or post-event mentions

Big Brew for National Homebrew Day: $2,000

FIRST SATURDAY IN MAY

Big Brew brings homebrewers together around what they already love to do: brew. As people plan recipes, gather ingredients, prep equipment, and brew alongside clubs and friends, the hobby is in full swing. It is a day to make something, share something, and enjoy the hobby with a community that gets it.

Home Fermentation Day: $2,000

FIRST SATURDAY IN AUGUST

Home Fermentation Day celebrates the curiosity that keeps homebrewers experimenting. It is an invitation to take familiar skills, equipment, and a creative mindset and see what else they can make, from mead and cider to kombucha, fermented foods, and beyond. It gives an experienced, curious audience a reason to explore a wider world of fermentation.

Learn to Homebrew Day: $2,000

FIRST SATURDAY IN NOVEMBER

Learn to Homebrew Day celebrates one of the best parts of the hobby: learning together. Newcomers get a hands-on introduction to ingredients, equipment, recipes, techniques, and the process of making something of their own, while experienced brewers help make that first batch feel approachable. It is where curiosity can become confidence, a first batch can become a tradition, and a new passion for homebrewing can begin.

Product integration and/or giveaway add-on: Starting at $500

Where appropriate, based on availability for all holidays

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Homebrew Con

July 16–17, 2027 | Milwaukee, WI

Homebrew Con is the world's largest gathering dedicated to homebrewing, bringing the community together in person to learn, connect, celebrate, and swap ideas. Homebrewers explore new techniques, meet one another, connect with businesses in the Homebrew Expo, and take part in the traditions that make the event feel like Homebrew Con. It all builds toward some of the biggest shared moments, including Club Night and the National Homebrew Competition final rounds and awards.

Snapshot of HBC 2026:

- 1,100+ attendance (Sold out!)
- 10+ hours of exhibiting time
- 15+ touchpoint opportunities through sponsorships

For sponsors and exhibitors, Homebrew Con offers something digital channels cannot: face-to-face time with an active, highly engaged audience. Demonstrate products, answer questions, build relationships, support memorable experiences, and give attendees a reason to remember your brand after the event.

Homebrew Expo

NEW! Expo in foyer space, limited pipe and drape, maximum visability

Exhibiting Space	Cost	No. of Booth Staff
Full Scale (large custom space)	$4,800	5
Extended (2 tables, approx. 20x8')	$3,000	4
Essential (approx. 10x8')	$1,600	2

Each space comes with:

- Two chairs and six-foot skirted table (multiple with larger spaces)
- Wastebasket
- Access to all conference learning sessions and events
- Post-event Zymurgy Spotlight mention



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Homebrew Con

Building Relationships, Face-to-Face

Exhibitor Booth Add-on Opportunities:

Spotlight in Attendee Email: $500

Build pre-con buzz around your booth with a spotlight in an attendee email that gives people a reason to stop by, or keep the conversation going with a post-event thank-you email. Your exhibit day does not have to be the only time you connect with attendees.

AHA Store Perk: $1,500

Give attendees a reason to visit your booth, then send them shopping. Receive a set quantity of branded AHA Store coupons to distribute however you choose, creating a built-in booth traffic driver and a little extra spending money for AHA gear.

Product Demonstration: $2,000

Move beyond a booth conversation and show homebrewers what your product or service can do. Product Demonstrations provide dedicated time on the Homebrew Con schedule for a 15-minute presentation or demo, giving attendees time to see, learn, ask questions, and engage directly with your company. Limited to five opportunities.



Be Part of the Homebrew Con Experience

Homebrew Con Sponsorship Opportunities

Homebrew Con sponsors do more than put a name on the event. They help bring pieces of it to life. Your support helps create the experiences, moments, and extras that make Homebrew Con feel like Homebrew Con while giving your brand meaningful visibility. We want attendees to know who helped make the good stuff happen. More than placements; they are ways to support the homebrew community and be part of the experience. All sponsorship options come with signage, website, and post-Zymurgy recognition at HBC, with additional benefits are listed within each opportunity.

Sponsorship Opportunities



Brewer Talks Sponsor: $1,000

Support homebrewing education by sponsoring a room used for Brewer Talks. Your company receives branded recognition in a space where attendees are actively learning, asking questions, and building their knowledge of brewing and fermentation. Limited to five opportunities.

Additional Benefits:

- Signage in the Brew Talks area
- Option to offer merch during sessions

Attendee Gift Sponsor: $1,000

Homebrewers care about the products, ingredients, tools, and services that support what they love to do. But let's be honest, who doesn't enjoy a good freebie? An attendee gift puts your brand directly in their hands at check-in and starts the event with a simple message: We're glad you're here. **Total cost is the sponsorship fee plus the cost of the gift.**

Additional Benefit:

- Your gift given at registration to attendees as part of the check-in process

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Homebrew Hospitality Sponsor: $1,000

Support the sharing of homemade beer, mead, and cider in Homebrew Hospitality. Your company becomes part of one of the most generous,community-minded traditions at Homebrew Con, with recognition throughout the hospitality area.

Additional Benefits:

- Signage in Homebrew Hospitality area
- Invitation to have in-person reps present

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Be Part of the Homebrew Con Experience

Homebrew Con Sponsorship Opportunities

AHA Club Officer Bootcamp Sponsor: $1,000

Strong homebrew clubs do not happen by accident. Support a three-hour experience created for officers representing more than 100 homebrew clubs, with programming focused on leadership, club management, AHA resources, networking, and building stronger local homebrew communities.

Additional Benefits:

- Invitation to welcome club officers
- Option to offer merch during session



Homebrewer Meetups: $1,500

Sometimes the best conversation at Homebrew Con is not on a stage. Help bring homebrewers together through informal meetups built around shared interests, experience levels, brewing styles, methods, or communities, from first-batch brewers and small-space brewing to experimental fermentation and everything in between.

Additional Benefits:

- Signage in Homebrew Meetup area
- Option to offer merch during session

Snack Station: $1,500

Homebrew folks need snacks. Put your brand behind an attendee-favorite pitstop featuring pretzels, snacks, or another conference-friendly bite that keeps people fueled and hanging around the action.

Additional Benefits:

- Signage in Snack Station area
- Recognition in announcement(s) for snack station

Commemorative T-Shirt Sponsor: $1,500

Put your brand on the official Homebrew Con commemorative shirt. Sponsor logos are included on an item attendees can wear long after the eventis over. Logo limits depend on the final design and layout. A sole-sponsor option is available for $7,000.

Additional Benefit:

- Connection to a lasting HBC tradition
- Repeat exposure through attendees' continued wear

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Be Part of the Homebrew Con Experience

Homebrew Con Sponsorship Opportunities

Engagement Options



This is where your brand gets hands-on. These opportunities are built around the moments attendees lean into: the ones that spark conversation, curiosity, connection, and a story worth taking home. Get closer to the energy of the event, show your support for the community, and give attendees a stronger sense of who your company is.

All engagement options come with signage, website, and post-event *Zymurgy* recognition. Additional benefits are listed within each opportunity.

Fun Station: $2,500

Sometimes an event space needs a place where talking shop turns into something fun. Sponsor a rotating dose of games, challenges, make-and-take activities, crafts, or whatever experience earns the official title of Fun Station.

Additional Benefits:

- Signage in Fun Station area
- Option to offer prizes

Custom Activation: Starting at $2,500

Have an idea for a memorable experience for the AHA community? Let's build it together. Custom activations give your company room to create a sponsor-supported experience around your goals, whether that is an interactive activity, gathering space, product experience, educational moment, or something we have not thought of yet.

All activations are developed with the AHA and are subject to venue capabilities, production costs, event timelines, AHA policies, fit with AHA culture, and approval. Opportunities start at $2,500, with final pricing based on scope and requirements.

Additional Benefits:

- Signage in the Custom Activation area
- Collaboration towards HBC
- A hand in creating something new for Homebrew Con (bragging rights included)

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Be Part of the Homebrew Con Experience

Homebrew Con Sponsorship Opportunities

Great Exposure Options

These opportunities help shape the look, feel, and memory of Homebrew Con. Your brand becomes part of the things attendees carry, the spaces they gather in, the traditions they look forward to, and the moments that last beyond the event. They are built for companies ready to make a larger investment in the community and have that support felt throughout Homebrew Con. All great exposure options come with signage, website, and post-event recognition in *Zymurgy*. Additional benefits are listed within each opportunity.

Official Homebrew Con Tote: $4,000

One bag adds up to a conference's worth of walking visibility. Put your brand on the official Homebrew Con tote and travel alongside attendees as they collect gear, swag, notes, and everything else that somehow ends up in the bag by Sunday.

Additional Benefits:

- Repeated exposure as the official Homebrew Con Tote
- Option to include (1) attendee gift inside tote

Glassware Sponsor: $3,000

SOLD

Put your brand directly in attendees' hands. Homebrew Con glassware is used throughout the event and often heads home as a keepsake, giving your sponsorship a tangible connection to the experience long after the last pour.

Additional Benefits:

- Connection to a lasting HBC tradition
- Repeat exposure through the attendee's continued use

Club Night Presenting Sponsor: $3,000

Club Night brings the Homebrew Con community together at full force for one of the most anticipated moments of the conference. Clubs from across the country share what they have made, trade stories, and connect with people who care just as much about the hobby. Sponsoring puts your brand alongside that energy with prominent recognition in an experience attendees plan around and remember.

Additional Benefits:

- Signage recognition at HBC's most anticipated and attended event
- Live recognition during Club Night with sponsor reps' participation
- Option for custom integration, subject to AHA approval

Lanyard Sponsor: Standard Lanyard $2,500 / Upgraded Lanyard $3,800

Put your brand on something attendees carry with them throughout Homebrew Con. Lanyard sponsorship creates repeated visibility from check-in through the end of the event, making your company part of an essential attendee item seen throughout sessions, the expo, networking, and social events.

Additional Benefits:

- Option to upgrade based on sponsor direction
- Repeated exposure as the official, must-wear Homebrew Con lanyard

Be Part of the Homebrew Con Experience

Homebrew Con Sponsorship Opportunities

Official Conference Photo Share: $3,000

Be part of the moments attendees will keep sharing after Homebrew Con is over. The official conference photo share site will have your logo while capturing the people, energy, and experiences of the event. All images remain the intellectual property of the AHA.

Additional Benefits:

- Recognition in post-event photography promotions and communications



Attendee Lounge: $3,000

Every good conference needs somewhere to sit down, regroup, charge up, and talk shop. Put your brand behind an attendee lounge or designated seating area that gives Homebrew Con-goers a comfortable place to take a break without stepping away from the conference.

Additional Benefits:

- Signage in the Attendee Lounge area
- Option to offer merch in Attendee Lounge area

Homebrew Passport: $3,500

Part tasting journal, part session notebook, part Homebrew Con souvenir. Attendees can track beers they loved, recipes to remember, session notes, brewing ideas, supplier connections, and other discoveries, with sponsor recognition built into something they can keep long after they head home.

Additional Benefits:

- Promoted as an official event resource and keepsake
- Repeat exposure through attendees' continued use during and after the event

Knockout Party Sponsor: $3,000

After the National Homebrew Competition Awards Ceremony, remaining competition beers are opened for attendees to taste and enjoy together, creating one last packed moment around the brews that defined the competition. The bottles are already the stars of the show. Your brand gets to hang out with them through signage, bottle-opening stations, and sponsor-provided swag like openers, stickers, koozies,or other touches where the beer is being poured and shared.

Additional Benefits:

- Live recognition during the Knockout Party with the sponsor reps' participation
- Logo on main screen(s) during Knockout Party

Be Part of the Homebrew Con Experience

Homebrew Con Sponsorship Opportunities

A-Ha Foundation Raffle: $100 Donation to Foundation + Cost of Gift

The AHA is now approved as a 501(c)(3) nonprofit, and we are collecting items for the A-HA Raffle. Sponsors can donate an item or experience for attendees to bid on, adding visibility at Homebrew Con while supporting the AHA's mission. Donated items must have a minimum value of $100. For prizes that are not exactly carry-on friendly, we recommend drop shipping



Conference Week Event Promotion: $350

Homebrew Con attendees often make a trip of it. Promote your off-site event alongside the Homebrew Con schedule and give them another reason to explore the host city before or after the conference.

All off-site events are coordinated and hosted by the sponsor. Events cannot compete with Homebrew Con programming and must be scheduled in the days leading up to or following the conference. Ideas include educational sessions, private dinners, brewery tours, city experiences, and other related events.

Know Before You Go Banner Ad: $500

You don't need to have attended a big event to know that when the Know Before You Go email hits your inbox, you open it. It's what helps you figure out where to be, what to bring, and how to get ready for the days ahead. That makes it prime real estate for a banner to show how you support the AHA and Homebrew Con. Limit based on communication schedule.



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National Homebrew Competition

Excellence in Homebrewing

The National Homebrew Competition recognizes outstanding homebrewed beer, mead, and cider and is one of the AHA's most enduring traditions. The first competition was held in 1979 with just 34 entries. Since then, more than 170,000 entries have been evaluated, making NHC the world's longest-running and largest homebrew competition, with thousands of entrants each year and hundreds of judges and volunteers.

For sponsors, the National Homebrew Competition connects your company with achievement, craftsmanship, community, and some of the most recognized honors in homebrewing. It also puts your brand in front of some of the hobby's most committed homebrewers.



National Homebrew Competition Award Sponsorships

- **Ninkasi Award: $3,500**
- **Gambrinus Club Award: $2,500**
- **Homebrew Club of the Year: $2,500**
- **Homebrew Shop of the Year: $2,500**
- **Homebrewer of the Year: $1,500**
- **Cidermaker of the Year: $1,500**
- **Meadmaker of the Year: $1,500**

All Award Sponsor Benefits:

- Prominent, linked logo recognition on the National Homebrew Competition webpage
- Reserved seating at the Awards Ceremony
- Opportunity to participate in announcing the winner during the Awards Ceremony
- Sponsor logo displayed when the award is announced
- Inclusion in the Zymurgy National Homebrew Competition Sponsor Spotlight
- Rights to promote the sponsorship in approved marketing communications



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National Homebrew Competition

Excellence in Homebrewing

Additional Opportunities

Prizes for Medal Winners: $420-$1,680 (or prize of equivalent value)

Put your brand in the winner's circle. After all the recipe tweaking, brewing, waiting, and judging, medalists can take home sponsor-provided prizes such as products, swag, promotional offers, or other approved items.

The sponsorship fee may be distributed as cash prizes, or the sponsor may provide the equivalent in 42 prizes at the following values: $40, $20, and $10. Non-monetary prizes will be shipped to winners, with shipping costs covered by the sponsor. The AHA will provide the necessary winner shipping information.

National Homebrew Competition Sponsor: $5,000

Stand alongside the National Homebrew Competition from the first call for entries through the final Awards Ceremony. Your brand stays visible as homebrewers prepare, refine recipes, advance through rounds, and chase the podium, keeping you in front of competitors while ingredients, equipment, and brewing resources are top of mind. Support the full competition journey while staying connected to dedicated homebrewers pursuing excellence.

Benefits:

- Included in NHC communications, landing pages, social media, and Zymurgy
- Live recognition at the opening of the Awards Ceremony
- Visibility among motivated homebrewers who invest in quality ingredients, equipment, and expertise
- Inclusion in new NHC benefits as they become available



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Additional Opportunities

NHC Livestream Frame: $4,000

Put your brand around one of the biggest moments in competitive homebrewing—literally. Sponsor branding is incorporated into the graphic frame surrounding the National Homebrew Competition awards livestream, creating visibility during the live broadcast and on the recorded program that remains available after the competition.

Benefits:

- Sponsor logo featured throughout the live NHC Awards broadcast
- Continued brand visibility on the archived recording

First Round Sponsor: $2,000

Support the National Homebrew Competition where the competitive journey begins. First Round Sponsors receive logo recognition across NHC First Round pages, putting your brand in front of active, accomplished homebrewers as they enter, prepare, and compete across the country. It is a natural place to connect ingredients, equipment, products, or services with brewers focused on putting their best work forward.

Benefits:

- Sponsor logo featured throughout the live NHC Awards broadcast
- Continued brand visibility on the archived recording

NHC Judging Meals: $2,000

Good judging takes focus. Focus takes fuel. Help keep National Homebrew Competition judges and volunteers fed during judging, with sponsor recognition tied to meal service and kept completely separate from the integrity and independence of the judging process. This sponsorship puts your brand in front of more than 100 of the world's most reknowned judges from around the country.

Benefits:

- Prominent sponsor recognition during meal service for more than 150 NHC judges and volunteers
- Build goodwill among respected homebrewing experts by supporting the people behind the judging process



National Homebrew Competition

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Additional Opportunities

NHC Supporter: $800

Support the AHA and the National Homebrew Competition with a general sponsorship that helps offset the cost of producing this signature program. Your support helps make the competition possible for homebrewers nationwide and includes the following recognition benefits.

Recognition across applicable NHC communications, which include:

- NHC updates in What's Brewing eNewsletter
- NHC related social media
- Inclusion in the *Zymurgy* National Homebrew Competition Sponsor Spotlight

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In-Kind National Homebrew Competition Support

Some National Homebrew Competition needs are best met with product, equipment, technology, or logistical support rather than a traditional cash sponsorship.

Current areas of interest include:

- Judging software support
- Refrigerated truck/logistics support
- Competition volunteer and judge/steward gifts

Interested in providing in-kind support? **Contact the AHA** to talk through current needs, scope, recognition, and available partnership opportunities.



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Did You Know? The American Homebrewers Association has a charitable arm: the A-HA Foundation

A-Ha FOUNDATION

CORPORATE SUPPORT

Put your brand in front of more homebrewers while you grow the homebrewing community.

Companies that support the A-Ha Foundation can earn brand recognition across AHA channels while funding free education that brings new brewers in and keeps them brewing.

Recognition for Foundation Supporters

Tens of thousands of touch points across the channels homebrewers use most. Recognition varies by level of support.

Email

Your name and logo in emails to an AHA database of 45,000+ homebrewers.

Social media

Recognition in posts across AHA social channels with 161,000+ followers.

Web and community

Recognition on the AHA website (108,000+ visits a month), the AHA Forum, and video.

CONNECT WITH THE FOUNDATION

Sponsorship Opportunities

Foundation@HomebrewersAssociation.org

About the A-Ha Foundation

We envision a world where anyone can learn to homebrew and share that joy with the next generation. The A-Ha Foundation supports the American Homebrewers Association by expanding access to homebrewing education and science, so today's and tomorrow's homebrewers have the knowledge, confidence, and community to thrive. Support helps keep the AHA Forum, The Vault archive of Homebrew Con talks, and homebrew safety resources free and open to everyone.

Learn more: HomebrewersAssociation.org/Foundation

The A-Ha Foundation is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code (EIN 39-4551081). Contributions are tax-deductible to the extent allowed by law. Support for the A-Ha Foundation is separate from AHA advertising and marketing packages, which are not charitable contributions.

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Have a Goal but Not a Package?

Custom Visibility Package

Starting at $3,000

Sometimes the best partnership begins with a conversation.

If your company has a specific audience, campaign, product launch, budget, timing need, or marketing objective that does not fit neatly into an existing package, the AHA can work with you to build the right mix of opportunities.

The Custom Visibility Package starts with a one-hour conversation about what you are trying to accomplish. The initial conversation is at no obligation with no cost - the $3,000 starting cost represents the minimum value that we will work towards together into a customized package.

Come to us with three things:

1. **Your goal.**
   What do you want homebrewers to know, understand, experience, or remember about your company?
2. **Your timing.**
   Are you planning a specific campaign, product introduction, event activation, or longer-term presence?
3. **Your budget.**
   Knowing what you want to invest helps us point you toward the opportunities that fit best.

From there, the AHA will help you navigate the options and build a practical path forward.

The Goal

The goal isn't to sell you the longest list of benefits. It's to build a partnership that makes sense for your company and the AHA community.

Ready to Partner?

AMERICAN HOMEBREWERS ASSOCIATION
partnerships@homebrewersassociation.org

Select sponsorships, event opportunities, and premium advertising placements are limited and subject to availability. Contact the AHA early so we can start building the right fit for your company.

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Ready to get started?

Your past, current, and future customers are already here among more than 19,000 active AHA members, 169,000 monthly website visitors, 45,000 email subscribers, and 200,000 social media followers.

They are makers, learners, competitors, community leaders, and trusted peers who keep investing in better ingredients, equipment, education, and experiences. The AHA helps your company meet them throughout the homebrewing journey, from first batch to next purchase and from local club to national competition. Show up where homebrewers learn, create, gather, compete, and make decisions, and give them a reason to know your name.

CLAIM YOUR OPPORTUNITY



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