



Marketing & Expense Brief

This document contains an overview of the proposed 2023 Beer City Festival and Half Marathon to support our SRTBIA Support Application. Beer City will take place on ~~March 4, 2023~~. *The date has been changed to February 25, 2023.*

Beer City is a two-piece event that takes place in nearby parts of downtown Santa Rosa. Beer City Half is in the morning at A Place to Play. Beer City Festival takes place in from noon into the early evening in Old Courthouse Square. The aim is to create complimentary events that will maximize stayovers in Santa Rosa. We do this with additional program elements like the Beer City Trolley, Beer City Host Hotels and The Key to Beer City.

SRTBIA support will allow us to advertise more aggressively outside of Sonoma, drive field marketing regionally, and secure staff and equipment locally in Santa Rosa. It also allows us to push our PR story outside of Sonoma County. The Expense Plans at the end this report project are contingent on SRTBIA support.

This is an ambitious plan. We believe in Santa Rosa.

Market Overview

Craft beer is currently having a moment and Santa Rosa plays an outsized role. The release of Pliny the Younger alone creates millions of dollars in economic benefit from visitors coming to Sonoma County¹ and, pandemic aside, that number is growing depending on which year and report you look at.² Data shows that the beer traveler market is robust³ and Pliny the Younger shows is that travelers are willing to come to Sonoma during the Winter months for great craft beer. These travelers just need activities that makes it easy to visit and stay. That's why we're creating Beer City.

Here's the commonsense logic to Beer City: There are large beer events in Santa Rosa like the Pliny the Younger release and Battle of the Brews. There are also great athletic events that promote beer, like Santa Rosa Marathon and IPA10k. These are different events for different kinds of people, even though there's overlap.⁴ Some beer enthusiasts like running. Many runners like craft beer. But reaching the biggest audience means building a weekend that is true to each group with a great run and a great beer festival. Beer City does this.

Beer City brings both craft beer lovers and runners to Santa Rosa. For someone who simply loves beer the value is clear: a great festival with the ability to visit brewers. For runners, the run is

great, offers a taste of the brews from the Festival, and gives a clear reason to stay over. Beer City has program components to support this.

Beer City is different, as is Santa Rosa. People will love it. It also makes story that's worth telling both in the business and travel press, as well.

¹ <https://www.sonomacounty.com/sites/default/files/2019-04/pliny-impact-report-2019.pdf>

² <https://www.pressdemocrat.com/article/business/pliny-the-younger-brings-in-record-5-1-million-economic-impact-to-sonoma-c/>

³ <https://vinepair.com/articles/post-pandemic-beer-tourism/>. Also, Craft Beer Tourism is a common enough concept that it has a [Wikipedia page!](#)

⁴ The sweet spot to this market overlap is likely millennials. [American Craft Beer](#) and [RunSignUp](#) have supporting arguments about the two markets and millennials needing specific motivation to travel, i.e.. new releases and meaningful activities.



Program Elements

Beer City is made up of these pieces:

- **Beer City Half** Starting at 8am at A Place to Play, this half marathon, 10k, 5k shows runners the beauty of the Santa Rosa Creek Trail, just minutes from downtown. It finishes with beer tasting and is a reason for people to come stay with us Friday night. Runners receive a shirt, tasting glass, and The Key to Beer City as a finishers medal. (see below for benefits).
- **Beer City Festival** The festival runs from 11am to 5pm on Old Courthouse Square with up to 30 brewers, local foods trucks, and music from 4 bands and DJ. There is early VIP access, which comes with a Key to Beer City (see below for benefits). Each attendee gets a special Beer City tasting glass.
- **Beer City Home Brew Contest** Created in partnership with the Cotati Home Brew Collective, this home brew festival will celebrate the grassiest grass roots of brewing. It will take place during the week of Beer City and juried at local breweries. The participating beers will be available at the Festival.
- **Beer City Trolley** This bus cycles between 6 Santa Rosa brewers, 2 hotels, and the main Festival. The Trolley will keep people in Santa Rosa all day and into the evening. It adds flow and excitement to the day and delivers on our promise to get people into our brewers' taprooms. The Trolley also serves safety concerns by keeping people from driving and encouraging them to stay at our host hotels.
- **Beer City Host Hotels and Welcome Reception** Our host hotels are part of Beer City. We promote them in our advertising as part of the experience. Along with this, we offer welcome packages to our festival goers, including welcome gifts, purchased items, and The Key to Beer City, which gives VIP access to the Festival and free use of the Beer City Trolley.
- **The Key to Beer City** This is literally a key on beautiful full-color lanyard. The holder receives VIP access to the Festival and use of the Beer City Trolley and other benefits.
- **Beer City New Releases** We will highlight new releases during Beer City in all our promotions. This will encourage attendance and lead people to local tasting rooms.
- **Beer City Fund** Working with our non-profit partner Learning is Open, we will raise money at registration at each of the events for youth programs. All donated money goes to charity.

Tactics

These are marketing and promotional tactics covered in the SRTBIA proposal:

Advertising Digital campaigns on Facebook and Instagram will reach beer audiences nationally. For running, we will also run ads in the Bay and Sacramento areas, since many of our runners do come from there.

To reach folks from out of state and other locations, we use ad retargeting from our web traffic/Facebook pixel. This reaches anyone who has come to our websites.



Advertising outside of region will be specific to visiting Santa Rosa and staying with our hotel partners.

We mail to our list of 6,000 runners. This list includes 3,000 runners from across the US who have taken part in our other events.

Activations Field marketing will be essential to Beer City’s success. We will create marketing moments at local Santa Rosa breweries and table at events that have a strong draw outside of the region, such as Santa Rosa Marathon, Berkeley Half Marathon, The Giant Race and SF Beer Week. Our Ambassador program will be key to establishing reach at a low cost.

PR We will pitch earned media opportunities through a conventional PR outreach. Beer City social accounts will need to be loud for Beer City. The PR program will cultivate influencer partnerships in social media and will encourage our brewery partners to post and emphasize posts.

Marketing materials and printing The array of posters, cards, banners, pop up marketing, table cloths and other marketing tools for use throughout the Beer City campaign. All print pieces are made with Accent Printing, Santa Rosa.

Trolley The Beer City Trolley is a bus that travels throughout Santa Rosa on Beer City day. It runs from 11 to 5 and goes between the Festival, brewers and hotels.

Hotels Welcome packets and other premiums to greet and thank visitors who stay with our hotel partners.

These are operational tactics covered in the SRTBIA proposal:

Local staff Beer City is staff intensive to cycle participants through the event to maintain customer service. This budget covers 12-20 people on event day, as well as staff with longer engagements for planning.

Equipment Sound board, stage, lights and event tents. Procured in Santa Rosa.

Expense Overview

Below is the entire expense plan for Beer City Festival and Half. We have requested support in these areas (indicated with * in budget).

- Advertising
- Activations
- PR
- Marketing materials
- Hotel welcome
- Beer City Trolley
- Local event staff
- Equipment

Festival

Event Premiums etc

tasting glasses 3000

Half

Event Premiums etc

tasting glass 1325



	Key to Beer City	2000		Key to Beer City	2500
	food	1000		food	1000
	shirts	800		bibs	750
	beer ⁵	3500		podium awards	500
	hats, shirts	1650		hats, shirts	5000
	Trolley*	3000		aid stations	750
	hotel welcome*	500		hotel welcome*	500
<i>Marketing</i>			<i>Marketing</i>		
	advertising*	3000		advertising*	2000
	activations*	3500		activations*	750
	creative	1250		creative	500
	marketing*	3500		marketing*	1500
	PR*	5000		PR*	1000
	premiums	1000		signage	500
<i>People</i>			<i>People</i>		
	event staff*	6500		event staff*	2500
	DJ	1500		DJ	500
	EMT	500		EMT	250
	entertainment ⁶	1500		timing	1000
	travel	750		travel	750
	security	1000		security	500
<i>Festival</i>			<i>Race</i>		
	tents and tables*	5000			
	stage*	2000			
	heater	300			
	signage	1500			
	branding	1500			
	venue	500		venue	500
	permit			permits	1250
	insurance	1000		insurance	300
	lights and genes*	2000			
	cars	2000		cars	500
	radios	750		radios	500
	toilets	3000		toilets	1000

⁵ Beer City offers to purchase the first keg from our Beer Partners.

⁶ We expect 4 live acts, including School of Rock Santa Rosa



TOTAL	\$63,850	\$28,125
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About Us

Siberian Unicorn is marketing and events company that specializes in immersive, meaningful experiences. Whether it's advertising and activation, creating an epic athletic event, building a digital identity, or setting the right brand positioning, we know what works and what stretches your imagination.

Founded in 2008, our clients have included Bellwether Farms, Cisco, Intel, Pearson, WWE and more. We produce our own running events under the Scena Performance brand.

Learn more at siberianunicorn.com

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