



Brew Tubers® Online Brewers Club Sponsorship Packet

Tier 1: Swiss Army Mash Paddle - \$400

Social Media Commitment

- Ad-hoc pre-written social media promotional posts on Twitter/X account (@Brewtubers) & Instagram Account (@Brewtubers) based on sales/products/etc that a sponsor wants the club to feature. These posts will appear on the social media platforms "story" for 24 hours and/or a post on the "feed" or "wall" of a given platform and does not have an expiration date. The form with which the posts are created (story or feed) will vary depending on the subject matter.

Brew Tuber Commitment

- 3 Brew Tuber videos on YouTube per month
 - This is defined as one of:
 - Brand logo in video thumbnail or on sponsorship tile created by members of the club
 - A brand commercial
 - Brand mention in-video
 - Brand mention w/ logo
- Product/Brand promotion on every Brew Tuber Experiment (Up Next: Fruited American Wheat Beer for CY 2024) that includes an ad read in the beginning of each unique video that's made from each respective club and non-club member.
- Ad-hoc product demonstration videos per month [Sponsor provides product at their own discretion]

Website Commitment

- Designated web page under "Sponsors" tab that explains your brand and sponsorship with the club, with an additional "NEWS" section that we can update as many times as you'd like with any brand/product news.
- Sponsored blog posts - Product or company promotion with a destination link of your choice at the top of each blog written for Brewtubers.com for the life of the sponsorship, dependent on when club members write blogs.
- Your logo on the main website page at the bottom with the listing: "The OFFICIAL [enter product here] of the Brewtubers Online Brewers Club"

Our Notes: We LOVE this option for our sponsors! It's the whole she-bang and gives you such a wide array of options to get your product out there! We'd ask for product to be used as a demonstration and/or as part of a homebrew experiment for our members to use as they'll be tasting, reviewing, and talking about beers with your product in them on video! That means that for experiments with 13 Brew Tubers, they'll be tasting 12 of their fellow club members beers and promoting YOUR product, totaling up to 132 unique videos of promotion over the course of the experiment, and that's just PART of what you'd receive! We call this tier the Swiss Army Mash Paddle (the home brew twist on Swiss Army Knife!) because it really covers every aspect of the promotional landscape!

Tier 2: Stainless Steel Mash Paddle - \$300

Social Media Commitment

- Ad-hoc pre-written social media promotional posts on Twitter/X account (@Brewtubers) & Instagram Account (@Brewtubers) based on sales/products/etc that a sponsor wants the club to feature. These posts will appear on the social media platforms "story" for 24 hours and/or a post on the "feed" or "wall" of a given platform and does not have an expiration date. The form with which the posts are created (story or feed) will vary depending on the subject matter.

Brew Tuber Commitment

- 2 individually sponsored Brew Tuber videos per month
 - This is defined as one of:
 - Brand logo in video thumbnail or on sponsorship tile created by members of the club
 - A brand commercial
 - Brand mention in-video
 - Brand mention w/ logo
 - Product/Brand promotion on every Brew Tuber Experiment (Up Next: Fruited American Wheat Beer for CY 2024) that includes an ad read in the beginning of each unique video that's made from each respective club and non-club member.

Website Commitment

- Designated web page under "Sponsors" tab that explains your brand and sponsorship with the club, with an additional "NEWS" section that we can update as many times as you'd like with any brand/product news.
- Sponsored blog posts - Product or company promotion with a destination link of your choice at the top of each blog written for Brewtubers.com for the life of the sponsorship, dependent on when club members write blogs.
- Your logo on the bottom of the main page of the website.

Our Notes: This is a phenomenal option that has everything the Swiss Army Mash Paddle package has, but in a smaller quantity. Please read this package carefully to discern the main differences between this and the Swiss Army Mash Paddle.

Tier 3: Half Of A Stainless Steel Mash Paddle - \$150

Social Media Commitment

- Monthly social media promotion post on Facebook group "Brewtubers" with 900+ members

Brew Tuber Commitment

- 1 individually sponsored Brew Tuber video per month
 - This is defined as one of:
 - Brand logo in video thumbnail
 - A brand commercial
 - Brand mention in-video
 - Brand mention w/ logo
- No Product/Brand promotion on every Brew Tuber Experiment

Website Commitment

- Designated web page under "Sponsors" tab that explains your brand and sponsorship with the club, with an additional "NEWS" section that we can update as many times as you'd like with any brand/product news.
- Sponsored blog posts - Product or company promotion with a destination link of your choice at the top of each blog written for Brewtubers.com for the life of the sponsorship, dependent on when club members write blogs.
- Your logo on the bottom of the main page of the website.

Our Notes: The Half Of A Stainless Steel Mash Paddle is essentially the SAME SPONSORSHIP as the Stainless Steel Mash Paddle, but in a six month period as opposed to the one-year we offer in the latter. A great option for a short-term commitment!

Tier 4: The Wooden Mash Paddle - Supply Product

Social Media Commitment

- None

Brew Tuber Commitment

- Product/Brand promotion on every Brew Tuber Experiment (Up Next: TBD Experiments for CY 2023) that includes a quick ad read in the beginning of each unique video that's made from each respective club and non-club member.

Website Commitment

- None

Our Notes: Are you interested in promoting with us but can't give us the money for a sponsorship? We accept product as well! This is the lowest tier of promotion because we don't include anything from a social media or website perspective, but we promote your products for the experiments we organize! You'd be asked to ship product to all of our participants and, if you'd be so inclined, to include any goodies you think we'd love to have as well! Additionally, if you wanted us to demonstrate a product on video for you, we can do that as well. Please Note: You'd be responsible for any return shipping on any product.

Final Words

Brew Tubers is such an eclectic, unique group of people. The concept of Brew Tubing, in and of

itself, is an ever-evolving entity that we're so excited to be part of and even more-so to offer companies the opportunity to sponsor. We truly enjoy chronicling our unique journeys on YouTube in this hobby of ours that we have fun with and take so seriously. As with anything, we're open to negotiating and keeping things as fair as possible for everyone involved. Ultimately we're looking for companies that share the same love for the hobby and business as we do, and are open to going on this awesome journey with us. We sincerely hope that's you. So; Cheers, Saluti, L'chaim, à votre santé, and in any other language you prefer!

Specific Notes: Our experiments are seasonal in nature and we generally complete 1-2 per year depending on other club commitments and/or competitions. We average 10-11 participants per experiment depending on the time of year we conduct them and what the variable is. Additionally, any product demonstration or individually sponsored Brew Tuber videos made won't be specifically assigned to any one or few Brew Tubers specifically unless requested by the sponsor. A list of club members and their respective YouTube channels can be furnished upon request. **We have members in the USA, Canada, & even Denmark!** With our ability to recruit members all over the world, and in the nature with which the club operates online, the social media footprint is immeasurable.

