

for Action
CRAFT BEER CONFERENCE



June 18 - 22, 2025

CRAFTED
for Action™

Annual Craft Beer Conference
2025 PARTNERSHIP OPPORTUNITIES

Crafted For Action builds community through experiences that are inclusive and welcoming to all.

As the world's first and only craft beer conference launched by a BIPOC woman, CraftBeerCon combines in person conference sessions and special events with a virtual track of panels.

The hybrid model provides access to information for a wide variety of craft beer lovers.

ACTION-FOCUSED CHANGE

MEET THE TEAM



**JEN
PRICE**
Founder

16
Volunteers



**SHANELLE
PICKRAUM**
Operations

248
Volunteer
Hours



**KEVIN
IRVIN**
Strategy

\$7.9K
Total Impact
Value

CRAFT BEER CONFERENCE

Craft Community C



2024 IMPACT

OVERALL CONFERENCE STATS

The 2024 Conference was held in Atlanta, GA from June 19 - 23 and offered educational experiences for the full spectrum of craft beverage lovers. New to 2024: a wine focus that included panels and interactive workshops.

Virtual Experience



102
Virtual
RSVPs

11
Virtual
Panels

58%
BIPOC
Panelists

63%
Women
Panelists

56% identify as underrepresented

Atlanta Experience



96
ATL
RSVPs

16
ATL
Panels

73%
BIPOC
Panelists

53%
Women
Panelists

56% identify as underrepresented

2024 IMPACT

2024 CRAFTED FELLOWS PROGRAM

Crafted Fellows is an annual accelerator program that supports and empowers BIPOC owned beverage industry businesses by offering strategic support during the Crafted for Action Craft Beer Conference and beyond.



CrazySexyCraft
Beer Education & Experiences



Deuce & a Quarter
BrewPub Concept



Excited to Feast
Beer Education & Experiences



Krave
Ready to Drink
Cocktail Brand



**Rizoma Liquid
Creations**
Brewery Concept



**StellaTripp
Brewing**
Brewery Concept

6
BIPOC
Ventures



\$8.5K
Grant
Awarded



\$5.3K
In-Kind
Secured



1:1
Mentor
Match

2024 IMPACT

BREWGETHER COMMUNITY SERVICE

Crafted for Action partnered with BrewGether, an organization on a mission to highlight the synergy between urban agriculture and the craft beer industry. In 2024, BrewGether organized a local community farm clean up and an engaging panel discussion featuring local farmers.



25
Volunteers



50
Volunteer
Hours



\$1.6K
Total Impact
Value





2024 PARTNERS & SPONSORS

ATLANTUCKY
BREWING

REFORMATION
BREWERY

NEW
BELGIUM
BREWING

Cool
Soror

wanna play?

SWEETWATER
BREWING COMPANY

Abstrax

craft^xedu

ATHENS GA
CREATURE
COMFORTS
Brewing Co.

Pabst



EMORY

GOIZUETA
BUSINESS
SCHOOL



the
hue.
soc.atl



BrewGETHER



INDIEBREW



CICERONE
CERTIFICATION PROGRAM

BSG





Our guiding principles reinforce our commitment to education, empowerment, and celebration within the broader craft beverage industry.

Craft: Honoring the Artistry and Expertise of Craft Beverage Creation.

Community: Connecting People, Ideas, and Opportunities for Collective Growth.

Culture: Celebrating Identity, Heritage, and Storytelling through Craft Beverages.

CRAFT. COMMUNITY. CULTURE.

Wednesday, June 18

Opening Night Welcome Party + Bottle Share

Thursday, June 19

Beer, Wine + Spirits Panels/Workshops, Happy Hour Game Night, ATL History Beer Dinner, Juneteenth Party

Friday, June 20

Beer, Wine + Spirits Panels/Workshops, Crafted Fellows Pitch Competition, Awards Happy Hour, Brews + Beats

Saturday, June 21

BrewGether Community Service Project, Unplugged Summer Camp + Share + Campout

Sunday, June 22

Sunday Service Bottle Share Finale

"Crafted for Action: Expanding the Craft Beverage Experience to Inspire Innovation and Connection"

More than just an industry event, the annual Crafted for Action conference is a chance to foster innovation, celebrate diversity, and build lasting connections.

We're excited to announce the expansion of the conference to include not just craft beer, but also wine, spirits, kombucha, seltzer, cider, and mead—making it the ultimate event for craft beverage enthusiasts.

2025 OUTLOOK

2025 PLATINUM SPONSOR

VALUE: \$25K

- Official/Category Sponsor Designation
- Keynote speaker opportunity
- Live activation opportunity
- Conference opt-in list w/full attendee information
- Exhibitors' booth opportunity
- Logo hyperlinked on website
- Inclusion of logo on all promotional assets (digital on-site, email campaigns, etc.)
- Recognition on IG and Facebook to include in-stories (SEE NEXT PAGE)
- Acknowledgement in looping informational video
- Acknowledgement in press release
- Hospitality Package for 4 (includes VIP access to all events)
- Enhanced benefits and added value to be incorporated as the planning and conference expand

...BUT WAIT, THERE'S MORE:

- Past sales data from previous conference years

SOLD

- We're also open to future engagement and co-branding opportunities.

2025 GOLD SPONSOR

VALUE: \$10K

- Exhibitors' booth opportunity
- Logo hyperlinked on website
- Inclusion of logo on all promotional assets (digital promotion, press release, on-site, email campaigns, etc.)
- Recognition on IG and Facebook to include in-feed post and mentions in stories (SEE BELOW)
- Acknowledgement in looping informational video
- Category Exclusivity
- Hospitality Package for 2 (includes VIP access to all events)

SAMPLE SOCIAL MEDIA RECOGNITION PLAN: FB + IG

GOLD Level	Type of Post	Frequency	Content Description
Instagram Feed Posts	Pre-Event Recognition	1 Post	High-quality post featuring the sponsor's logo, role, and a thank-you message. Scheduled a few weeks before the event.
	Event Coverage	1 Post	Posts showcasing the sponsor's branding during the event, such as their booth, sessions, or key moments.
	Post-Event Recognition	1 Post	Thank-you post with highlights from the event, acknowledging the sponsor's impact and support.
Instagram Story Mentions	Pre-Event Mentions	1 Story	Stories mentioning the sponsor with their logo and a brief note about their sponsorship. Build excitement pre-event.
	Event Stories	Up to 5 Stories	Regular stories featuring the sponsor during the event, including behind-the-scenes content and live updates.

2025 SILVER SPONSOR

VALUE: \$5K

- Logo hyperlinked on website
- Inclusion of logo on all promotional assets (digital promotion, press release, on-site, email campaigns, etc.)
- Recognition on IG and Facebook to include in-feed post and mentions in stories (SEE BELOW)
- Acknowledgement in looping informational video
- Category Exclusivity
- Hospitality Package for 2 (includes General Admission access to all Non-VIP events)

SAMPLE SOCIAL MEDIA RECOGNITION PLAN: FB + IG

SILVER Level	Type of Post	Frequency	Content Description
Instagram Feed Posts	Pre-Event Recognition	1 Post	High-quality post featuring the sponsor's logo, role, and a thank-you message. Scheduled a few weeks before the event.
	Post-Event Recognition	1 Post	Thank-you post with highlights from the event, acknowledging the sponsor's impact and support.
Instagram Story Mentions	Pre-Event Mentions	1 Story	Stories mentioning the sponsor with their logo and a brief note about their sponsorship. Build excitement pre-event.
	Event Stories	Up to 2 Stories	Regular stories featuring the sponsor during the event, including behind-the-scenes content and live updates.

2025 FELLOWS SPONSOR

VALUE: \$2.5K

- Logo hyperlinked on website
- Inclusion of logo on all promotional assets (digital promotion, press release, on-site, email campaigns, etc.)
- Recognition on IG and Facebook to include in-feed post and mentions in stories (SEE BELOW)
- Acknowledgement in looping informational video
- Acknowledgement as Crafted Fellows Program Sponsor
- Crafted Fellows session speaker opportunity (45 min)
- Hospitality Package for 1 (includes General Admission access to all Non-VIP events)

SAMPLE SOCIAL MEDIA RECOGNITION PLAN: FB + IG

FELLOWS Level	Type of Post	Frequency	Content Description
Instagram Feed Posts	Pre-Event Recognition	1 Post	High-quality post featuring the sponsor's logo, role, and a thank-you message. Scheduled a few weeks before the event.
	Post-Event Recognition	1 Post	Thank-you post with highlights from the event, acknowledging the sponsor's impact and support.

2025 CUSTOM

MINIMUM INVESTMENT: \$2.5K+

While our sponsorship packages may not directly align with your brand's specific needs, your interest in sponsorship is greatly appreciated. We would be delighted to arrange a meeting to discuss your budget and explore how we can tailor our offerings to meet your requirements at Crafted for Action.

Let's get creative!

2025 FRIEND OF CRAFTED FOR ACTION

MINIMUM DONATION: \$100+

Join the "Friend" tier with a minimum \$100 donation and help support our mission while enjoying exclusive updates and early access to event announcements.

- Recognition on IG and Facebook to include in-feed post
- Acknowledgement on website



LET'S TALK

WE'RE EXCITED ABOUT THE OPPORTUNITY TO CONNECT WITH AND PARTNER WITH YOU. CALL OR EMAIL TO START THE CONVO.

Jen Price

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