



- September is National Prostate Health Month
- Wisconsin Brewers Guild has partnered with Lammi Sports Management to help raise awareness of the importance of early detection to fight prostate cancer when it is most effectively treated
- Breweries participating in the Pints for Prostates promotion will offer a \$1 Off Pints coupon via the Wisconsin Tap Chase mobile app. Wisconsin Brewers Guild will match each coupon redemption with a \$1 donation to Pints For Prostates
- Breweries participating in the Pints for Prostates promotion will have the opportunity to award a WiBL member and their guest a seat at a reception in Green Bay to meet former Green Bay Packer fullback John Kuhn. The brewery with the most \$1 Off coupon redemptions will automatically receive 4 seats to the reception.
- All member breweries are asked to promote Wisconsin Tap Chaser by hanging posters showing a brewery-specific Promo Code. Your customers will use the code to receive \$5 off of a Wisconsin Beer Lover membership if they join during the month of September. Push your Promo Code on social media to pad your stats!
- The first 20 breweries that generate 15 new memberships will receive an autographed football from John Kuhn.
- Statewide media promotion featuring participating breweries has already begun!

How to Help Grow Wisconsin Brewers Guild Enthusiast Memberships:

- 1.) Put up the Pints for Prostates posters in your taproom. Encourage customers to use your brewery's Promo Code when they join Wisconsin Brewers Guild to get a \$5 discount. When your code is used by customers, you get credit for those new memberships.
- 2.) Customers that join WBG will use the Wisconsin Tap Chaser mobile app to access deals and discounts offered by all member breweries.
- 3.) Consider participating in the Pints for Prostates promotion by offering a "\$1 Off Pints" coupon in the Wisconsin Tap Chaser during the month of September. You offer a discount while the Guild makes the donations.
- 4.) Make sure your frontline staff knows how the customer interaction for Wisconsin Tap Chaser coupon redemptions work. (see video link at wibrewersguild.com/pages/resources)
- 5.) You don't have to keep track of anything. Just push new memberships and honor coupons. WBG handles the rest!

Questions? Contact Mark Garthwaite at mark@wibrewersguild.com

Enthusiast members are our strongest advocates!