



Astoria Downtown Historic District Association

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16th Annual Pacific NW Brew Cup

3000+ attendees, 36+ brews, good food and live music all weekend long
September 22-24, 2017 | 7th St & Riverwalk

Opportunities to reach Brew Cup attendees:

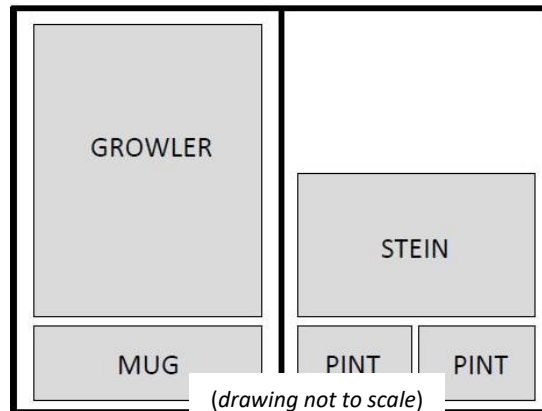
Festival Program Advertising

The 28-page program will include the list of beers available at the event, live music line up, festival layout, beer tasting notes, the downtown passport and other festival information. 4000 programs will be printed and handed out to every attendee, with distribution around town and to area hotels in advance of the event, too. The festival program is produced professionally by Polk Riley's Printing. Advertising space is limited and will be reserved on a first-come, first-serve basis.

ADVERTISING DEADLINE is Monday, August 21.

- This means all ad reservations and art is due before this date.
- 300-dpi camera-ready ad or elements for designer to build your ad.
- Payment due at time of reservation.

Ad Specs:	w x h	cost
• Pint	2.25" x 1.5"	\$ 85
• Mug	4.5" x 1.5"	\$145
• Stein	4.5" x 2.5"	\$325
• Growler	4.5" x 5.5"	\$600



on or

Shop Local, Shop Plaid Program

The first 50 Brew Cup participants each day will receive a Shop Local, Shop Plaid reusable tote bag upon purchase of glassware for the festival. Each bag will have the logos of participating businesses on one side and the Shop Local, Shop Plaid logo on the other. Coupons, give-aways, or gift with purchase offers will be included in the reusable shopping bag.

The Shop Local, Shop Plaid campaign will continue throughout the year with special opportunities for customers to acquire the bags. The next opportunity will be during the holidays when shoppers that show receipts totaling \$100 will be able to get a bag from a participating retailer.

Shop Local, Shop Plaid info is included in the Festival program and will be advertised on social media.

Business partners are asked to provide the following to participate:

- Indicate participation to ADHDA by Thursday, August 21. *Space is limited, and reservation is on a first-come, first-serve basis.*
- \$25 participation fee to ADHDA at time of sign up.
- Commit to having your store open on Friday, Saturday & Sunday, September 23-25, 2016.

Please let us know your hours of operation to be included in the festival program.

To sign up, or to learn more about these opportunities, contact ADHDA Executive Director Sarah Lu Heath at 503.791.7940 or sarah@astoriadowntown.com