



BREWERS ASSOCIATION

AHA Member Deals Program Benefits

The Brewers Association (BA) and the American Homebrewers Association® (AHA) can market your business to thousands of beer enthusiasts and homebrewers and help your staff sell more craft beer!

It's FREE to participate and you'll enjoy these benefits:

- Recognition as a participant with company name, location, offer details and live links on HomebrewersAssociation.org, BrewersAssociation.org and CraftBeer.com.
- An interactive map on our Brew Guru app that makes finding participating business easy whether at home or while traveling. Push notifications alert members when they are near your location.
- Email announcement with company name, location, offer details and color logo to all current and past AHA members in your state/region a few weeks after joining the program.
- National promotion of AHA Member Deals in *Zymurgy* magazine and other beer enthusiast publications. This AHA benefit is frequently highlighted in AHA marketing materials.
- Announcement on AHA Forum, Facebook and Twitter accounts with thousands of fans and followers.
- AHA Member Deals logo printed on Great American Beer Festival® brewery signage.
- Employee awareness posters to keep your staff knowledgeable about the program, and AHA Member Deals window decal to show your participation in the program.
- Helpful advice from the AHA on how to promote your participation in AHA Member Deals online and in your newsletters.

Grow Your Business with the American Homebrewers Association!

Contact Steve Parr, AHA Assistant Director
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HomebrewersAssociation.org • AHAMemberDeals.org

American Homebrewers Association
A Division of the Brewers Association
www.BrewersAssociation.org

