



Presented by:



Beer Event Thought Starters

- Beer tastings (craft beers, limited specialty beer releases, seasonal beers)
- Free beer glasses/sample glasses
- “Meet the Brewer Night”
- Guest speaker panels featuring beer writers/brewers
 - Seminars on beer-food pairing and homebrewing
- \$52.80 deal on a pub crawl of local Denver and area breweries
- “People’s Choice” tasting – winning beer would be served at a discount
- “Black and White Party” – stout night
- Colorado-themed or around-the-world pub crawl, or single-pub with checklist
- “Rhythm and Brews” – a night of live blues and delicious brews
- Lance Armstrong’s Birthday (9/18) – biking pub crawl
 - First day of Autumn – intro of seasonal brews
 - Ice cream cone invented (9/22) – beer and ice cream...or beer-flavored ice cream at a local shop
- Brewery tours
- Van/bus tours of local breweries (pub crawl style)
- Cheese and beer pairing
- Museums – evening beer tastings
- Beer “Geek” contest
- Beer circuits or tastings organized by theme
- **Additional Thoughts:**
 - Deals at specialty beer stores
 - Beer golf tournament
 - Beer brunch or ladies’ tea
 - “Drink and *Stay*” hotel packages
 - Beer run or scavenger hunt
 - Museum exhibit on the history of beer in Colorado
 - Charity fundraisers – partner your event with the charity of your choice
 - Beer-appreciation class
 - Hometown advantage – specialty Colorado beers served at a sporting event
 - Live music
 - Beer label art shows
 - Home brewing contest
 - Beer Olympics; Beer Challenge; Beer Brave
(Multiple “drinking games” held as a contest with competing teams)
 - Brews on Balloons – hot air balloon rides with beer tastings
 - Beer Ball – formal event/fundraiser
 - Brewers’ Block Party – festivities in a blocked off neighborhood or square
 - Kegs and Eggs – breakfast and beer event