

## Beer Event Ideas

- Beer tastings (craft beers, limited releases, seasonal) – free glass/mug/sample glass with ticket
- Domestic Day – American beers (and food?) served only
- Meet the Brewer Night
- Guest speaker panels feat. beer writers/brewers
  - Seminars on beer-food pairing, homebrewing
- \$52.80 deal on pub crawl of local Denver/CO breweries
- People’s Choice tasting – winning beer 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
  - See Ashley for a list of other September holidays during the week...
- Brewery tours
- Van/bus tours of local breweries (pub crawl style)
- Cheese and beer pairing
- Opening night reception/gala (ideal for upscale places, i.e. art galleries, museums)
- Beer Geek contest
- Beer circuits or tastings organized by theme
- Brewers’ Dinner – invite only?
- **Misc. Options**
  - Deals at specialty beer stores
  - Pairing with a cab company or possibly RTD for a Drink Responsibly, Drive Responsibly campaign
  - 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 (i.e. Pints for Prostates - charity, Beer for Boobs – benefitting breast cancer research)
  - Beer appreciation class
  - Hometown advantage - Specialty Colorado beers served at a sporting event
  - Live music