

EST. 1996

**Charitable & Non-Profit
Partnerships that lead to
Community Engagement**

Overview



- Some common ground for Craft Brewers
- *“We’re Here...try us and you’ll love us!”*
- Traditional Marketing & Advertising
- Community Engagement with local Charities & Non-Profits
- Sometimes less is more...
- Some examples from Battle Creek & Kalamazoo, MI

Craft Brewers typically...

- Locate in communities that we love
- Place importance on sourcing “local”
- Live, work and play close to our business
- Demonstrate Leadership inside and outside
- Champion community causes that matter
- Contribute economic and cultural boosts



“We’re Here...Try us!”



- It starts with word of mouth...
- Start-up or Established Brand, we found that getting to “Taste”, matters.
- Our budget for Marketing and Advertising was and remains limited.

Traditional Advertising/Mktg



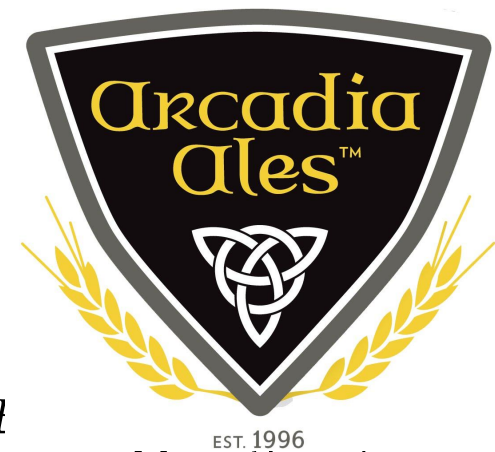
- Local music/beer publications, radio, billboards, direct mail, TV, etc.
- Relies on consistency, frequency of impression, and a distinctive message in a crowded arena.
- The metrics for measurement are subjective when consideration is given to parallel efforts.
- Lean Budget(s) make all traditional a challenge.
- Hitting the target demographics a real moving target.

Community Engagement



- For Arcadia, it started with Annual Festivals (Getting to Taste) in 1997 with Blues Fest, Rib Fest, etc.
- The dynamic changed for us with Katrina in 2005 when we dedicated a day's sales to Relief.
- That led to “Drink one down for your Town”

Community Engagement



- Private Labels for Non-Profits came next including *1 Octoberfest* (Binder Park Zoo) and *Big Finish* (Kalamazoo Marathon).
- Extended to *Arcadia's Annual Golf Outing* (Kalamazoo Northside Association)
- Combining Outdoor Activities & Charitable Giving started with the *Arcadia/Lee's Sporting Goods Lost Paddle Kayak Event* (Kalamazoo River Watershed Council) in 2014
- Continuing the Outdoor Activity theme this year with our 1st *Arcadia-to-Arcadia Bike Race* in September (Big Brothers/Big Sisters)

CHEAP DATE

If you're looking for uncomplicated fun, look no further, you've got a Cheap Date. Whether you're relaxing shore-side, hitting the competitive lawn game circuit, or just enjoying the seasons and all their splendor, there's never a bad time for our refreshingly hoppy session ale. Keep it casual and just enjoy the moment with this standby of high drinkability. Pairs well with grilling out, hanging out, and being out - all the "out"s.

STYLE

Session Ale

AVAILABILITY

Year Round

ABV

4.5%

IBUs

30

FORMATS

1/2 bbls

1/6 bbls

4/6 bottles

UPC CODES

Bottle



6-Pack Carrier



Mothercase



Cheap Date

SESSION ALE



Sometimes less is more....



- In addition to being more engaged in our community, we found that:
- Pub, Restaurant, and Local Distributor Sales increased at a higher than average rate beginning in 2005.
- Brand Awareness increased and Arcadia began to develop an identity of an engaged and civic-minded business that cares about the community.
- This has led to a sense of pride and fulfillment with the members of our Team, and an engaged and supportive community of partners with worthy charities and non-profits.

A few of our partners...

- The Humane Society
- Food Bank of South Central Michigan
- Kalamazoo Deacons Conference
- God's Kitchen
- Catholic Charities
- United Way of Kalamazoo & Battle Creek
- Western Michigan University
- Kalamazoo Valley Community College
- First Day Shoe Fund



Arcadia Ales™

KALAMAZOO  BATTLE CREEK



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KALAMAZOO



BATTLE CREEK



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