

A GOOD TIME TRICYCLE PRODUCTION

# THE ATLANTIC CITY BEER & MUSIC FESTIVAL

SAT. MARCH 29<sup>TH</sup>  
ACBEERFEST.COM

VISIT  
*Atlantic City*  
NEW JERSEY

f t i @ACBEERFEST



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“the celebration of the suds” {discover beer and music}



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*Poster by Mike Bell*



# Recap 2024



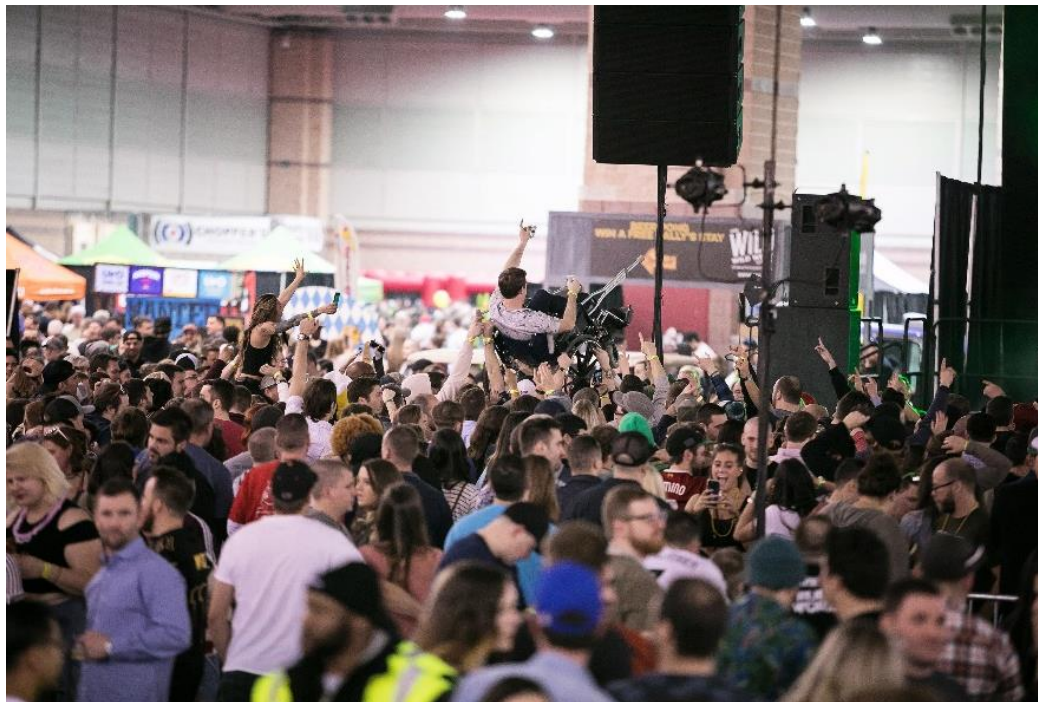
*"Beer is proof that God loves us and wants us to be happy."* Benjamin Franklin



- Total Attendance 11,000
- 97 Local and National Breweries
- 388+ Beers
- 3 Touring Bands
- 6 Support Bands
- 10 Local Bands
- 8 Restaurants
- 72 Vendors
- 9 Seminars
- 9 Cooking demos
- 2,000+ Rooms Booked

2024 marked a whirlwind return to the Atlantic City Convention Center, where it all began. Over 11,000 craft beer enthusiasts gathered to celebrate the artistry of brewing and the passionate people behind it. This homecoming reaffirmed the festival's status as the unofficial kickoff to spring in this iconic seaside city.

# 2025 Expectations



- Expected attendance: 12,000
- 80+ Brewers
- 250+ Beers
- 6 Bands
- 8 Local Bands
- 8 Pop-up Restaurants
- 40+ Vendors
- 16 Interactive Experiences
- And thousands of friends

2025 promises an even broader celebration of craft beer, with an expanded festival footprint and a renewed focus on delivering unique and immersive experiences. Attendees can look forward to an elevated lineup of rare and experimental brews, interactive brewing workshops, curated food pairings, and live entertainment. By pushing the boundaries of innovation while honoring the craft's roots, the festival aims to solidify Atlantic City as a premier destination for beer enthusiasts and support the thriving craft beer community in new and exciting ways.



# Who is the ACBF attendee?

With 19 years of festival excellence, our understanding of our attendees runs deep. Through over a decade of interaction, polling, and thoughtful questioning, the Atlantic City Beer & Music Festivals have evolved into a premier event in the country. This continuous dialogue has not only deepened our connection with our audience but has also fostered a sense of trust. Our attendees trust us as festival producers to curate experiences that resonate with them and bring partners who align with their interests. This trust is the cornerstone of our success, enabling us to consistently enhance the event year after year. It's this intimate knowledge of our consumer base that propels the Atlantic City Beer & Music Festival to new heights, making us a standout in the festival landscape.

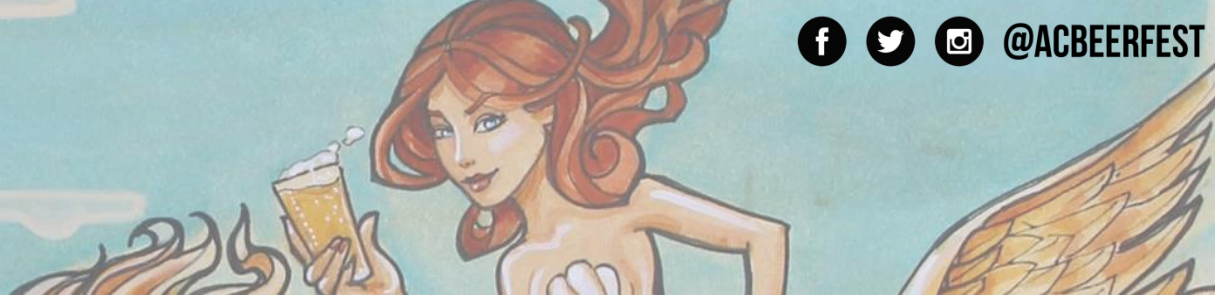
The Beer Fest attendee is

- Age Range: 26 – 52
- 68% Male
- 32% Female
- 47% Married
- Income range \$55,000 – \$120,000
- Average group size 4 attendees
- Average ticket purchase 3 weeks prior to the event.





# Breweries



Experience 19 years of excellence as **The Atlantic City Beer and Music Festivals** proudly presents its 2025 edition! Bringing together the finest breweries from across the nation, this iconic seaside event promises an unforgettable celebration of craft beer and the incredible individuals behind it.

## What to Expect:

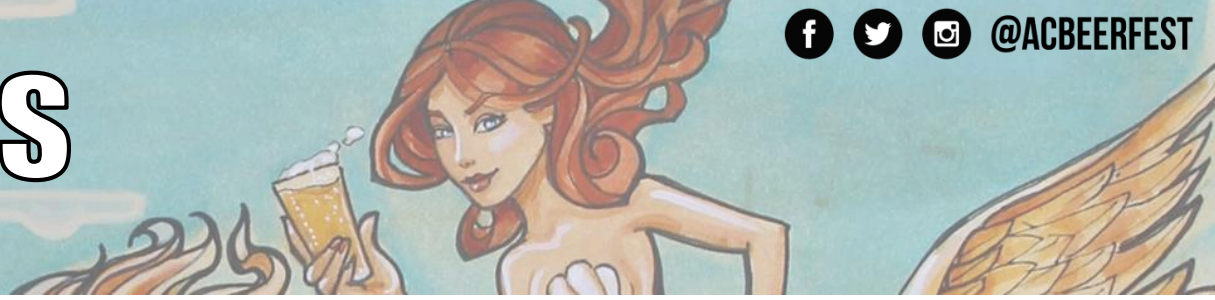
- Over 80+ breweries showcasing 250+ exceptional beers.
- A unique opportunity to expand your beer knowledge while indulging in top-notch brews.
- Engage with the passionate creators behind the craft, ask questions, and elevate your appreciation for beer.
- Immerse yourself in the ultimate celebration of the suds!

Our Mission: The Atlantic City Beer & Music Festival is dedicated to introducing consumers to new and distinctive beers and breweries. We are more than just a festival; we aim to educate and entertain, creating a platform for beer discovery that leaves smiles on faces. By supporting the beer community and contributing to the South Jersey economy, we're not just hosting an event; we're building a legacy of craft beer excellence. Join us on this remarkable journey of flavor, knowledge, and community spirit. Cheers to 19 years and counting!

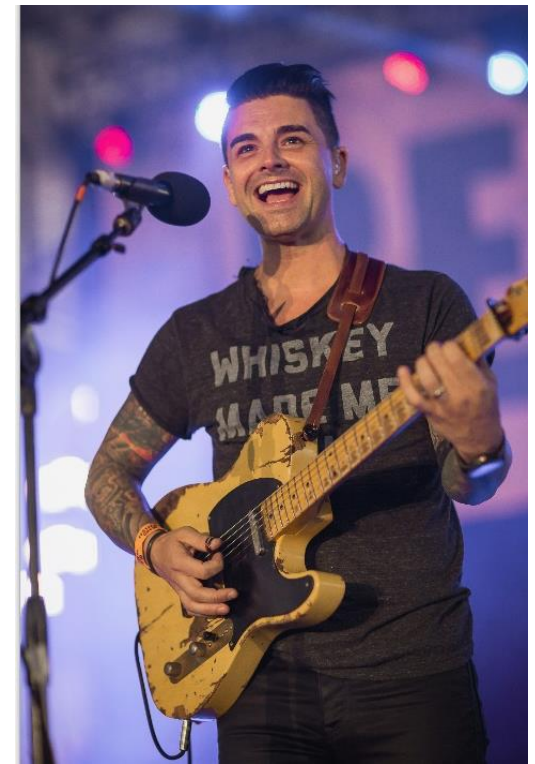




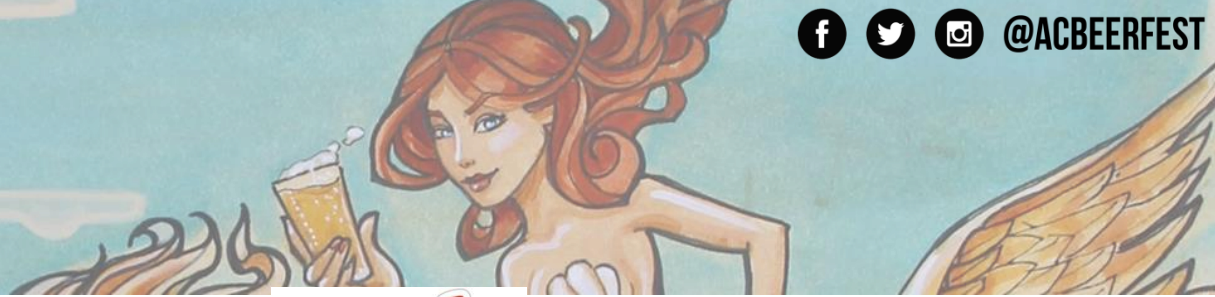
# The Sounds



Since 2012, our festival has blended live music into its vibrant atmosphere, creating a unique soundtrack that enhances the beer discovery experience. The Atlantic City Beer & Music Festival has played host to an impressive array of musical talents, including Alkaline Trio, New Found Glory, Saves The Day, The Bouncing Souls, Reverend Horton Heat, The Dirty Heads, Taking Back Sunday, Less Than Jake, Lucero, Everclear, Rusted Root, Dashboard Confessional, Reel Big Fish, Flogging Molly, The Used, SOJA, The Wonder Years, Dropkick Murphys, Goldfinger, Hot Mulligan and many more. For the 2025 Atlantic City Beer and Music Festivals, our festival booking agency, Near Dark Entertainment, curated an exceptional lineup to be announced on 12/18!



# The BUZZZ



★★★★★

### THIS WILL BE AN ANNUAL TRIP NOW!

by Stas on 4/15/24 • Atlantic City Convention Center - Atlantic City

Honestly, had such an amazing time at the festival! The entire staff was super friendly, amazing selection of beers and food great game and entertainment options and who can be an amazing concert by one of your favorite artists! Will definitely be coming back next year

★★★★★

### Great time

by Robin on 4/15/24 • Atlantic City Convention Center - Atlantic City

17 of us attended Friday night and had a great time! Matching shirts, pretzel necklaces and great beer and games!! Can't wait for next year!

★★★★★

### Hands down the BEST beerfest!

by MR on 3/17/24

Absolutely love AC Beerfest! I've been going every year since I started working in AC and it's never disappointed!!! Going back inside in April is the best start to the season, it kicks everything off! I find my new favorite beer every year and a few new crazy friends! I did love screaming in a sunny field to New Found Glory but I'm hyped to go back inside and sing my heart out to Saves The Day too👊😂 also real women's bathrooms are an added bonus for the indoors! Hoping they bring back some of the crazy games they had for the indoors in previous years!

★★★★★

### So much fun!!

by daisy on 3/17/24

I'm not a big beer drinker, so when my friends asked if I wanted to go to, I was on the fence. Now, I will NEVER miss an ac beerfest!!! This was the most fun I've had in such a long time, so many beers, so many things to do, plus MUSIC! I don't know if I had more fun bouncing on horses or watching the hot wing eating contest.. the highlight of my year!!



**Sue T.**  
Farmingdale, NJ  
64 friends  
348 reviews  
714 photos  
Elite '17

★★★★★

1 check-in

Listed in [BEST places to find good craft beer](#)

This is, by far, the best beer festival I have attended, & I have attended a few! The organization of the even is spot on, the participating breweries are excellent & plentiful, & w hotels & jitneys for transportation there are no worries at all. Love it, & this was my 3rd year.



**Ken D.**  
Malvern, PA  
70 friends  
65 reviews  
73 photos

★★★★★

1 check-in

What an amazing event. Went here for my bachelor party and I'm so glad I did because all fifteen guys now want to make this a tradition to come every year. In the beginning it's a little crazy, everyone is thirsty for beer and the lines get a little long but once everyone settled in for the long haul, things seemed to settle down. There were a lot of events to try while enjoying your free sample. beer pong tournament and a silent dance party where everyone wears headphones dancing. It looked like it was fun. I've been to a lot of beer events and this one wins hands down. If your lucky to grab a ticket, you should try it out. Well worth it. Can't wait for next year!!!



**Ron C.**  
Philadelphia, PA  
173 friends  
226 reviews  
580 photos

★★★★★

Listed in ["Downashore", The Yelp 100 Challenge](#)

Another year another awesome festival. For beer lovers this has to be Mecca. 90 different brewers and the Bouncing Souls.....what more could you ask for. Stopped by the Yelp table and had a laugh with Michelle C. and met the Long Island CM Drew A. We had such a good time I cannot wait for next year!



# Messaging



*"Give me a woman who loves beer and I will conquer the world." Kaiser Wilhelm*

The marketing landscape has evolved dramatically over the past 18 years. In the early days of promoting the festival, platforms like MySpace were at the forefront of our strategy. As social media expanded, many traditional marketing methods became outdated. The festival quickly adapted, embracing Facebook’s rise and pioneering a shift toward organic engagement—becoming one of the first events of its kind to build a loyal online following.

Now, after 19 years, the event boasts a robust social media presence and dedicated fan base, which serve as the backbone of our marketing efforts. Our strategy centers on nurturing engagement while integrating traditional advertising to ensure a balanced and impactful market presence. This dual approach allows us to stay connected to our roots while remaining at the forefront of industry trends.

**Radio** but not limited to

iHeartRadio  
93.3 WMMR Philadelphia

**Videos:**

Content created to endorse the festival and festival partners. The festival uses video to give consumers an idea of what to expect from the event.

<https://www.facebook.com/acbeerfest>  
<https://www.instagram.com/acbeerfest>  
 YouTube (example <https://youtu.be/uQMI-GTpHnc> )

**Digital**

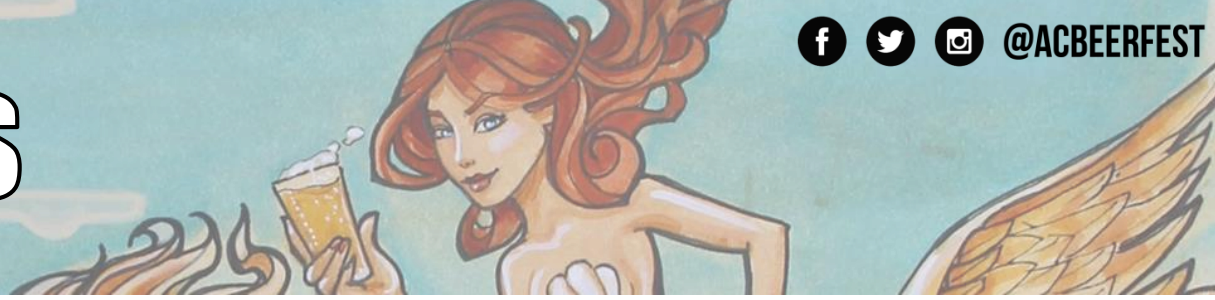
[www.acbeerfest.com](http://www.acbeerfest.com) Google ads  
<https://www.facebook.com/acbeerfest> NJ.com  
<https://www.instagram.com/acbeerfest>  
 newjerseycraftbeer.com  
 Southjerseybeerscene.com but not limited to



**Out of Home**

(6) Billboards (Philly DMA)  
 Posters/Postcards at all participating brick and mortar partners  
 Street promo teams but not limited to  
 On location tickets sales

# The Places



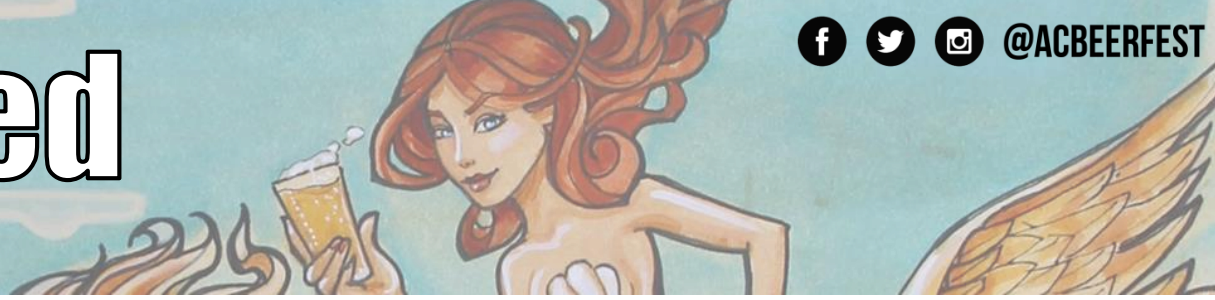
The Atlantic City Convention Center stands as the cornerstone of the Atlantic City Beer and Music Festival, a celebration of craft beer, music, and community. Spanning over 400,000 square feet of convention space, the venue provides the perfect backdrop for the event. Since the festival's inception, the Atlantic City Convention Center has been its home, offering expansive space. With its dedicated and knowledgeable staff, amenities, and convenient location in the heart of Atlantic City, the Convention Center has been instrumental in the festival's growth and success. Its central position ensures accessibility for local residents and visitors from across the country, reinforcing its status as the go-to destination for large-scale events.



**The Convention Center**



# Get Involved



## HOW DO I GET INVOLVED?

### Sponsorships

- Presenting
- Hotel
- Ace Sponsorship
- King Sponsorship
- Queen Sponsorship

### Breweries

- Craft
- Import
- Mead
- Awards

### Restaurants

- Sales opportunity
- Sample & Sales
- Tastings

### Vendors

- Apparel
- Food
- Music related
- Beer Gadgets
- Fun Related

### Entertainers

- Chefs
- Bands
- DJ's
- Models
- Personalities

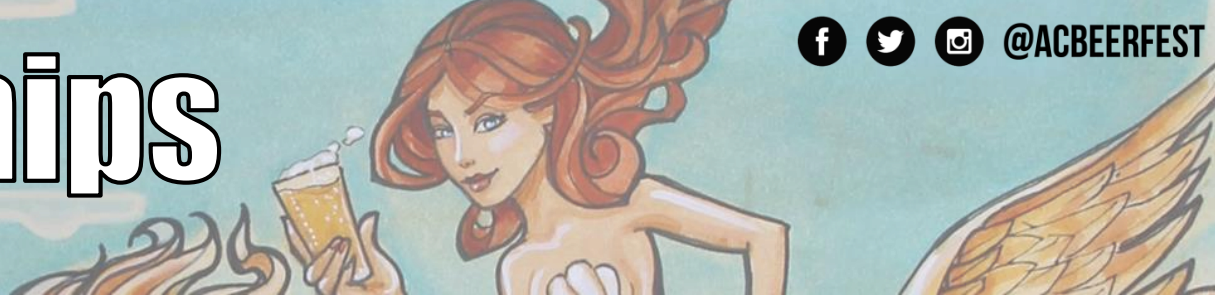
### Volunteers

- Labor
- Hospitality
- Pourers (Must get Tips Certified)



Get your business in front of a crowd of over 12,000+ beer lovers, music enthusiasts, friends and family out to have a great time at Atlantic City's favorite event, *The Atlantic City Beer and Music Festivals*.

# Sponsorships



## *Custom Sponsorships*

We know that every company has different goals when it comes to activation, price point, as well as needs from festival partners. No one proposal suits everyone, event producers understand that and work with sponsor partners to create the best possible way for sponsor partners to interact with the over 12,000 festival attendees that visit Atlantic City for this annual celebration.

***What do you look for when activating on location for an event or festival?***

Whether its pre, during or post festival our goal is to make sure attendees remember your brand and its association with the event. Creating positive memories as it relates to a person place or thing often reaffirms a consumer's relation with a product creating a positive ROI and repeat customer.

The sponsorship slides below offer a start to partner opportunities. And should be used as a starting point. Each sponsorship can be tailored to activate your specific brand needs.



# Brewery Participation



Put your brand in front of 12,000 plus festival goers.

### Activation includes:

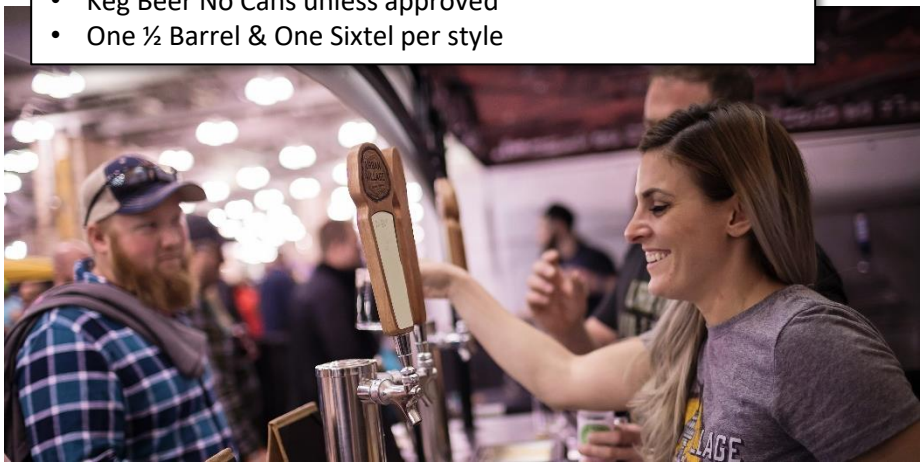
- 10x10 Festival Space
  - 1 8ft Table – 2 chairs
  - 3 Exhibitor Passes
  - Ice / Ice Runners
- Logo placements on:
  - acbeerfest.com – “Brewery Page”
  - IG @acbeerfest Collaboration
  - 1 Facebook Shout Out
  - Listing on Festival Map

Fee **\$2500.00**

- Inclusion on Brewery event calendar
- 1 IG – @acbeerfest Collaboration post
- 1 Social post (dealers choice IG/META)

### Brewery:

- 3 styles per 10x10 space
- All beer poured is purchase
- Keg Beer No Cans unless approved
- One ½ Barrel & One Sixtel per style





# Brewery Participation

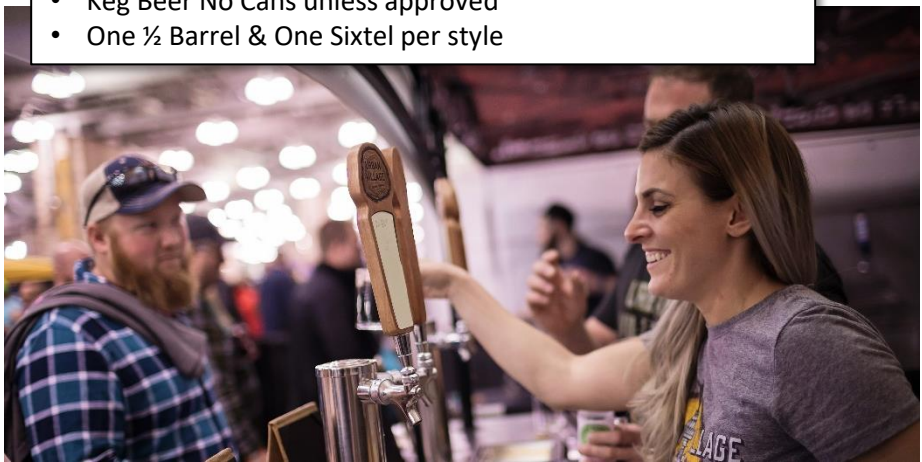


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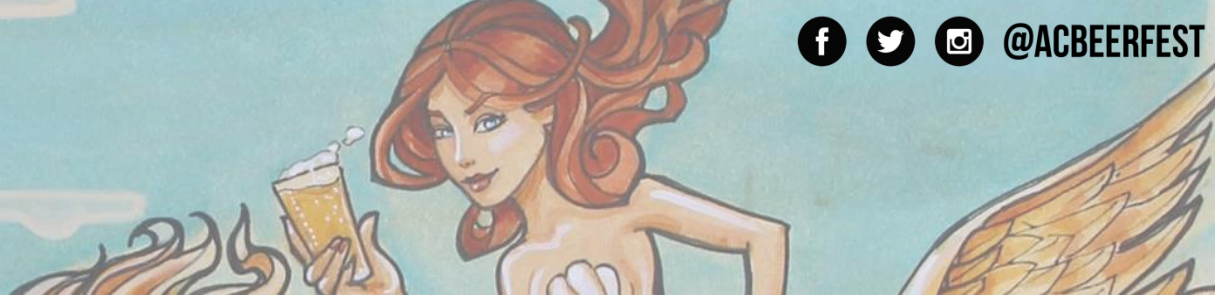
- Fee **\$175.00**
- Inclusion on Brewery event calendar
  - 1 IG – @acbeerfest Collaboration post
  - 1 Social post (dealers choice IG/META)

- Brewery:
- 3 styles per 10x10 space
  - All beer poured is purchase
  - Keg Beer No Cans unless approved
  - One ½ Barrel & One Sixtel per style





# Contacts



## **Jon Henderson**

Producer, Sponsorships,  
Brew Development, Media Relations  
[Jon@goodtimetricycle.com](mailto:Jon@goodtimetricycle.com)  
609.385.9449

## **Bre Young**

Project Manager  
[bre@goodtimetricycle.com](mailto:bre@goodtimetricycle.com)  
732.664.2528

## **Amanda Rembelinsky**

Event Coordinator  
[amanda@goodtimetricycle.com](mailto:amanda@goodtimetricycle.com)  
609.385.0805

## **Carol Henderson**

Event Sales and Retail  
[Carol@goodtimetricycle.com](mailto:Carol@goodtimetricycle.com)  
609.412.5572

