

A photograph of two women laughing and holding beer mugs, overlaid with a teal gradient. The text is in white, bold, uppercase letters.

EVENT CURATION & PROMOTIONAL PLANNING FOR BREWERIES

Use events to
achieve your
business **goals**



What's **EVENT CURATION**?

It's a party with a purpose! We create a specific event for a specific purpose—to increase traffic or sales, lower overstock of specific inventory, launch new brews, drive membership sales, and more.

What's **PROMOTIONAL PLANNING**?

We sit down with you and get an overall view of your sales flow in order to plan out a series of curated events to meet your specific goals.



What's in it for **BLUE PHOENIX EVENTS**?

As a small business, one of our goals is to give back to our community, assist other small businesses to be more competitive, and reach their own goals. We're all in this together, and we want to see local businesses thrive.

We'll work with you to come up with a flexible plan of action that is beneficial to both parties. It could be a percentage of ticket sales for any ticketed events, or a flat fee per event. We even offer payment plans to spread the cost over time.

How can I **BENEFIT** from these?

Many large companies have a team of people dedicated to marketing and promotional planning. They look at sales forecasts, revenue, and determine when and how they can increase sales, or drive traffic.

Many smaller businesses can't afford all that, so we use our talent and experience to partner with you so you are able to compete with larger competition, but on a smaller budget.



You also have enough on your plate managing the day to day of your brewery, so adding on a bunch of events can be a lot for you or your staff. Details or awesome opportunities can get missed. We'll take that off your plate and ensure you have a successful event!



What **INFORMATION** do I need to give Blue Phoenix Events?

We don't need to know every single detail of your businesses, but knowing your sales flow for the year (highs and lows), types of events you've had in the past (what worked and what didn't!), new brew launches, can really help us to come up with a strategic plan.

We'll also sit down with you and discuss your own involvement in the planning. How much do you want us to handle? Will you want to manage all ticket sales or just manage onsite sales? Will you need us to find vendors for you, or do you have your own preferred vendors?

A Winning **PARTNERSHIP**

Partnering with Blue Phoenix Events makes promotional event planning stress-free and more manageable for you and your staff and ensures your goals are met, if not exceeded.

When you succeed, we succeed. Cheers!



BLUE PHOENIX EVENTS

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