



# INDIES

INDEPENDENT  
BEER AWARDS AUS.

2019

SPONSORSHIP  
OPPORTUNITIES





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## THE INDIES

The Indies began in 2017 as a celebration of Australia's independent brewers. It is held every year to recognise and showcase the excellence of both the people and the products that make up this ever-evolving industry.

The competition allows brewers to be judged by their peers, providing sensory education and driving quality in our sector.



*"The Indies are about driving quality and celebrating excellence in our sector".*

The Technical Committee determines the makeup of the judging and associate judging panels, Style Guidelines and provides guidance on the structure and running of the competition.

## 2019 IBA INDIES TECH COMMITTEE

*Michael Capaldo: Hop Products Australia*

*Jayne Lewis: Two Birds Brewing*

*Scotty Hargrave: Balter Brewing Co*

*Shawn Sherlock: Foghorn Brewhouse*

*Richard Watkins: Bentspoke Brewing*



Judged by a respected panel of national and international beer judges, the competition is an invaluable opportunity for brewers to benchmark their beers.

Increased media coverage of the Indies means that the Indies are a golden opportunity to expose key people to your support and offering within the supply chain.



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## THE INDIES

The Indies Awards Night is an important platform to build awareness of the quality, diversity and excellence of Independent Beer among retailers, venues, and the hospitality sector and consumers.

The IBA welcomes partners who wish to support our passionate community.

This is a great opportunity to show your support for a thriving industry at a pivotal point of its development, at a time when the sector is experiencing rapid growth. This year we have added 9 new trophies, bringing the total to 23: 4 Premium, 15 Champion and 4 IBA-nominated awards.

## 2019 INDIES SPONSOR EXPOSURE

- Naming rights to chosen trophy
- Company representative to present the chosen trophy at the presentation ceremony
- Inclusion of company name on chosen trophy
- Company logo inclusion on presentation screen when presenting chosen trophy
- Company logo acknowledgement in the Indies Awards partners directory online and in print
- Company mention in winners press release announcement
- Company name on the Indies webpage promoting the winners
- Four all-access BrewCon19 passes including access to the trade show and greenroom
- Four Indies Awards Presentation tickets
- Access to the Indies After Party
- Social media mention/tag of company with winner following the Indies Awards Presentation
- Four invitations to the Indies Judges dinner September 1, 2019.
- Access to the "Certified Independent" Supporters Seal to use across your company collateral

## KEY DATES

**ENTRIES OPEN:** MAY 30

**ENTRIES CLOSE:** JULY 7

**JUDGING:** 1 - 2 SEPTEMBER, MELBOURNE

**BREWCON19 CONFERENCE AND TRADE SHOW:** 4 - 6 SEPTEMBER, MELBOURNE CONVENTION & EXHIBITION CENTRE

**INDIE BEER AWARDS:** 5 SEPTEMBER, MELBOURNE SHOWTIME EVENTS CENTRE SOUTH WHARF



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## 2019 INDIES AWARDS

CHAMPION TROPHIES		\$7,500 EX GST
<b>Premium:</b> Champion Australian Indie Beer		RESERVED
<b>Premium:</b> Champion Independent Large Brewery		RESERVED
<b>Premium:</b> Champion Independent Small/Medium Brewery * <b>AMENDED AWARD</b>		RESERVED
<b>Premium:</b> Champion Independent Brewpub * <b>NEW</b>		RESERVED
CHAMPION CLASSES		\$6,700 EX GST
<b>Champion:</b> Pale Ale		RESERVED
<b>Champion:</b> Amber Dark Ale		
<b>Champion:</b> Porter Stout		
<b>Champion:</b> Hybrid Beer		
<b>Champion:</b> Lager		RESERVED
<b>Champion:</b> India Pale Ale		RESERVED
<b>Champion:</b> European Style Ale		RESERVED
<b>Champion:</b> Session Beer		RESERVED
<b>Champion:</b> Mixed Culture Beer		
CHAMPION STATE / TERRITORY WINNERS		
<b>Champion:</b> Independent Brewery NSW * <b>NEW</b>		
<b>Champion:</b> Independent Brewery QLD * <b>NEW</b>		RESERVED
<b>Champion:</b> Independent Brewery VIC * <b>NEW</b>		RESERVED
<b>Champion:</b> Independent Brewery WA * <b>NEW</b>		
<b>Champion:</b> Independent Brewery ACT/NT * <b>NEW</b>		
<b>Champion:</b> Independent Brewery SA * <b>NEW</b>		
<b>Champion:</b> Independent Brewery TAS * <b>NEW</b>		
IBA NOMINATED AWARDS		\$5,500 EX GST
<b>Nominated Award:</b> Service to Industry Award		
<b>Nominated Award:</b> IBA Young Gun of the Year Award * <b>NEW</b>		RESERVED
<b>Nominated Award:</b> IBA Community Initiative of the year * <b>NEW</b>		RESERVED
<b>Nominated Award:</b> True Indie Supporter * <b>NEW</b>		

## IBA INDUSTRY NOMINATION AWARDS

The call for nominations is announced by the IBA approximately two months before the Indies. The IBA Board assesses the nominees against the Award criteria and votes to determine the winner.

## IBA SERVICES TO THE INDUSTRY AWARD

The IBA Services to the Industry Award is presented each year to honour an individual who has made an outstanding contribution to the Australian beer industry. The award recipient may have been an early pioneer, spent a lifetime in the industry, or be a more recent contributor, however in each case their efforts align with the IBA's goals of supporting the industry and reach more broadly than the recipient's own core role/business.

Those efforts may include:

- Showing inspiration, enthusiasm and support that has fundamentally advanced the industry, whether in a particular region or throughout the country;
- Actively encouraging and driving a unified approach to issues affecting the industry;
- Working to better the industry, through idea generation and/or knowledge sharing; or
- Driving consumer education and awareness of Australian Independent beer in a manner that further enhances the market for Australian Independent brewers.

The Award is not limited by industry role and recipients may include brewers, brewery owners or employees, suppliers, journalists, regulators, venue operators and more.

## IBA YOUNG GUN OF THE YEAR

Someone who is an employee of an IBA member and is under 35, who is a high achiever and displays behaviours and attitudes of indie beer - excellence in their field, a great team worker, strong promoter of indie beer, collaborative nature, and community minded.

Those efforts may include:

- Showing inspirational Leadership and motivation as a potential future industry leader
- Actively encouraging and driving a unified approach to issues affecting the industry;
- Takes pro-active, progressive, creative actions within and beyond their role
- Working to better the industry, through idea generation and/or knowledge sharing;
- Driving consumer education and awareness of Australian Independent beer in a manner that further enhances the market for Australian Independent brewers.



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## IBA COMMUNITY INITIATIVE OF THE YEAR

An activity or program run by an IBA member that provided support to their community - targeted at a worthy cause that created real value (financial and other) which truly engaged their drinkers in supporting the cause.

The initiative should have:

- Fostered a stronger sense of community in their market place
- Raised awareness and or funding for a cause which provides a positive impact
- Engaged the broader communities (suppliers, customers, drinkers and team)
- Highlighted and built upon the role Independent Brewers can play in society

## TRUE INDIE BEER SUPPORTER

Awarded to a retailer, publican or bar operator that strongly supports Indie Beer through representation of ranging and allocated space, but also in advocacy and promotion.

Those efforts may include:

- Showing inspiration, enthusiasm and support for Independent Beer
- Dedicating a significant proportion of range to Independent Beer
- Working with the industry to promote Independent Beer
- Driving consumer education and awareness of Australian Independent beer in a manner that further enhances the market for Australian Independent brewers.

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## FIND OUT MORE

If you want to secure your involvement in Australia's only independent beer awards or find out about other opportunities please contact the IBA team below.

### SPONSORSHIP ENQUIRES

**KATE PATERSON**  
**HEAD OF INDUSTRY DEVELOPMENT**  
**INDEPENDENT BREWERS ASSOCIATION**  
**KATE.PATERSON@IBA.ORG.AU**

### MEDIA / ADVERTISING ENQUIRES

**SOPHIE TAYLOR**  
**PUBLIC RELATIONS MANAGER**  
**INDEPENDENT BREWERS ASSOCIATION**  
**SOPHIE.TAYLOR@IBA.ORG.AU**





INDEPENDENT  
**BREWERS**  
ASSOCIATION

