



Brewtubers Online Brewers Club

Agenda

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Our Beginning

- Founded in 2011
 - Only a handful of members = new member sign ups received club keychain
 - Mandatory component of membership = having a YouTube Channel
 - Members would post videos dedicated to certain days of the week in order to provide updates on the beers they're brewing, equipment they're buying/upgrading, or sharing aspects of their personal lives
 - *"Hmrebrew Wednesday" = videos with the "HBW" acronym are still being uploaded to this day!*
 - *"Eff It Friday"*
 - Minimal fee
 - Hbsted and actively ran a website for the club
 - Vaughn Live, Skype, etc. used as communication hubs
 - No monthly meeting structure or established dues
- The club became inactive shortly after being founded, but members continued to meet on video, maintain active YouTube channels, and the club founder continued to maintain & fund the website

Our Rebirth

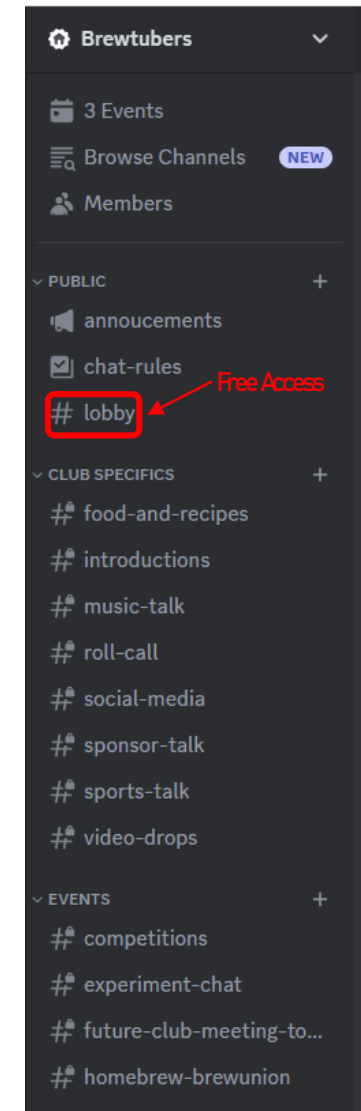
- Revived in 2021 as a nonprofit
 - Original club founder enlisted the help of two newer YouTube home brewers to re-create the club
 - Built out a straightforward and effective dues structure based on level of membership
 - Utilized and updated the still active website to reflect the new club outlook and created a Discord channel
 - Opened a paying Zoom account to utilize for monthly club meetings & for members to use for home brewing reasons; *ex: meeting with other members during a brew day*
 - Created a comprehensive document of by laws and built out the board membership and reporting structure
 - Began canvassing the internet for paying sponsorship opportunities

Who's Our Target Market?

- Most of the current membership:
 - Doesn't have a local club
 - Doesn't live close to a local club
 - Went to a local club meeting and felt uninvited
 - Enjoyed the website thread communication style
 - *Ex homebrewnetwork, beersmith, etc.*
- Possessing of a YouTube account is no longer mandatory in order to join the club
 - Double edged sword
 - The majority of our members don't have YouTube accounts
 - The majority of our members find the club through member YouTube accounts promoting the club
 - Those that do have accounts on YouTube keep them active with content and are building high subscriber counts

What's The Goal Of The Homebrew Club?

- Providing a centralized location for like minded people to discuss the hobby they're passionate about
 - Discord is a free platform that allows tiered features, such as access:
 - Free members sign up through the website and have access to the lobby only [the most active sub channel of the entire Discord server]
 - Paying members have access to over 15 different sub channels spanning different topics from equipment questions and recommendations to video channels where members with YouTube accounts can share their most recent posts
 - Allows members to discuss home brewing, create friendships, plan collaboration brew days, and connect 24/7
- The selling point of the club is the connection & friendships being made
 - New paying members receive a welcome glass as a gift & a new item every year they re-up their dues



Where To Start?

- Bylaws = the most important document of the club you're creating
 - Club bylaws dictate how the club is run and provides structure and organization
 - Rules & regulations
 - Clearly establish processes when rules are broken, outlining punishments
 - Guidelines for responsibility when meeting in person
 - Avoid litigation/any legal issues for club members if alcohol is involved
 - Board structure & responsibilities
 - Clearly dictate what board position responsibilities are
 - What programs/software does the club use? How do you use them? What's the goal of using them?
 - Find an already established or recently defunct club and ask to use a copy of their bylaws as a guide
 - Brewtubers had to retrofit our bylaws for the lack of in person component

How Do We Do What We Do?

- Creating a club is easy, running it is the hard part
- Don't do it alone = rely & trust other committed members to help
 - Being open & honest about club financials, sponsorship updates, etc. creates a level of trust between the board & membership groups
- Create & maintain something people enjoy participating in
 - Brewtubers has three strict rules we abide by:
 - No discussion relating to religion
 - No discussion relating to politics
 - Doing either on the internet in a way that disparages the club will result in removal from the club
 - This includes on social media applications under your own personal account
- Establishing a culture of positivity & passion for the hobby will ensure current members continue participating, new members join, & prospective members join the discord to see what we're about = increases membership count & length of time someone's an active member

Current State

- Over 40 paying members & 2 sponsors
 - Our two main sources of income
 - \$48/year for a membership
 - Sponsorship = tiered structure on a per year basis
 - *Coming soon: Brewtubers Club Store merchandise = 3rd source*
- Zoom account activities
 - Monthly club meetings = the first Thursday of each month
 - Happy HOURS = One Friday/month [the third of the month]
 - Monthly non-meeting get togethers to chat and drink a few beers
 - Open to all paying members (not free members)
 - Not mandatory to join
 - We use participation as one metric of club success
- Discord server is extremely active



Brew Tubers® Online Brewers Club Sponsorship Packet

Tier 1: Swiss Army Mash Paddle - \$400

Social Media Commitment

- Ad-hoc pre-written social media promotional posts on Twitter/X account (@Brewtubers) & Instagram Account (@Brewtubers) based on sales/products/etc that a sponsor wants the club to feature. These posts will appear on the social media platforms "story" for 24 hours and/or a post on the "feed" or "wall" of a given platform and does not have an expiration date. The form with which these posts are created (story or feed) will vary depending on the subject matter.

Brew Tuber Commitment

- 3 Brew Tuber videos on YouTube per month
 - This is defined as one of:
 - Brand logo in video thumbnail or on sponsorship tile created by members of the club
 - A brand commercial
 - Brand mention in-video
 - Brand mention w/ logo
- Product/Brand promotion on every Brew Tuber Experiment (Up Next: Fruited American Wheat Beer for CY 2024) that includes an ad read in the beginning of each unique video that's made from each respective club and non-club member.
- Ad-hoc product demonstration videos per month [Sponsor provides product at their own discretion]

Website Commitment

- Designated web page under "Sponsors" tab that explains your brand and sponsorship with the club, with an additional "NEWS" section that we can update as many times as you'd like with any brand/product news.
- Sponsored blog posts - Product or company promotion with a destination link of your choice at the top of each blog written for Brewtubers.com for the life of the sponsorship, dependent on when club members write blogs.
- Your logo on the main website page at the bottom with the listing: "The OFFICIAL [enter product here] of the Brewtubers Online Brewers Club"

Brewtubers Online Brewers Club © 2024

Current State [Activities]

- Yearly experiment = paying members only can participate
 - Group brews the same beer, save for one variable
 - Beer is fermented, packaged, & sent to a hub
 - The hub organizes all the beers & sends each participant their own box
 - Each participant drinks & rates each beer in an individual video posted to YouTube = members must record videos in order to participate
 - Is a requirement from us to all sponsors = intro video outlines each one
 - Creates unique video content and increases the Brewtubers brand footprint
- Club competition
 - Coming soon
 - Will be open to all paying members of the club = no video component



2024 Beer Experiment: Fruited American Wheat

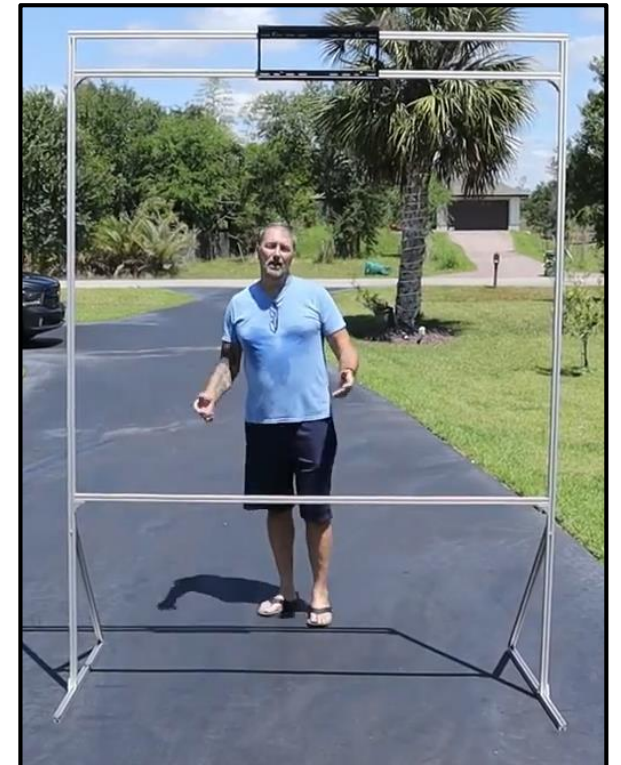


2023 Yeast Experiment: British Brown Ale

Where's The In-Person Component?

- National Homebrew Convention
 - Pre-pandemic state: occurred every year in a different location for members of the AHA only
 - Club members fabricated a custom booth build; we poured on Club Night in Pittsburgh [2022]
- Homebrew Brewunion
 - Once/year get together with all club members that can attend
 - The club votes on the date and location up to 6-8 months in advance
 - Pending approval from club members, \$500 is deducted from club funds every year to pay for beers and food for the attendees of the club
 - Most club members have been talking on Discord & Zoom together for years so by the time they meet, it's like they've known each other already
- Other unofficial meet ups between members are a common occurrence; having connected through the club

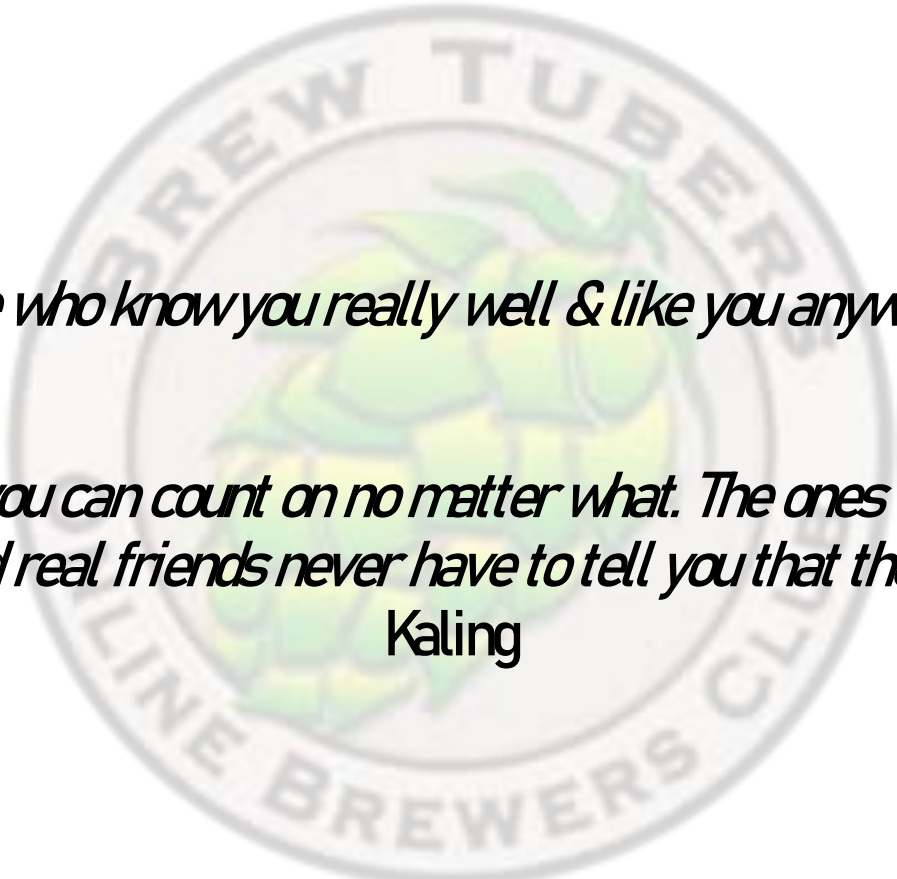
Locations We've Used In The Past	Locations We're Looking At For 2025
Rochester, NY	Portland, OR
Boston, MA	Cincinnati, OH
Burlington, VT	Portland, ME
Philadelphia, PA	Florida



Former Club President Gary Fortin describing the booth build

Last Thoughts

- Creating a “How Are We Doing?” survey allows the board to gauge club membership happiness & adjust to the changing climate of the hobby in an effective way
- The members of the club that pay for membership year over year:
 - Are the most passionate about the hobby
 - Are the most active in the Discord server
 - Participate in most all of the club sanctioned events:
 - Club Meetings
 - Happy Hours
 - Homebrew Brewunion
- The segment of membership looking to receive value won't last long term = the goal of the club was, is, and always will be to create and maintain an environment where the biggest selling point of the club is the people in it, the friendships being made, & passion for the hobby



"Friends are people who know you really well & like you anyway." – Greg Tamblyn

"Real friends are the ones you can count on no matter what. The ones who go into the forest to find you & bring you home. And real friends never have to tell you that they're your friends" – Mindy Kaling

Join Brewtubers by going on our website: www.brewtubers.com & click on the Discord link in the ribbon up top to come chat with us!