



Who Is Indiana On Tap, LLC?

www.IndianaOnTap.com

**All data confirmed by Google Analytics & Website Editor Analytics*

Website Stats at a Glance



Page Views Per Month
108,200



Time on Site Per Visit
01:29



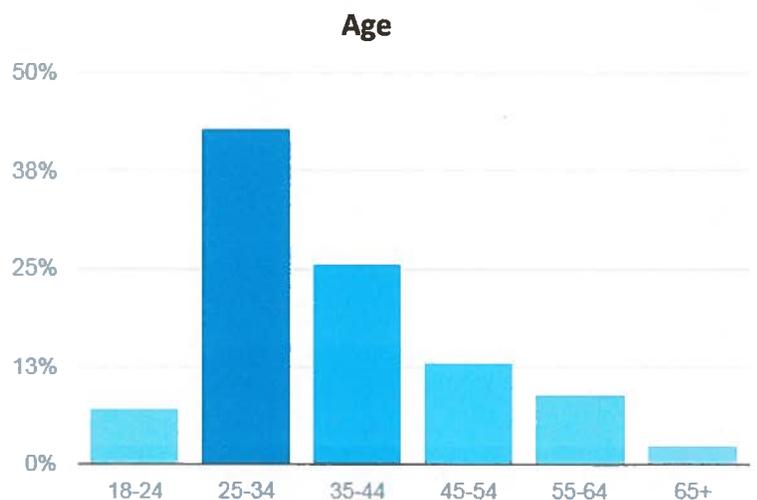
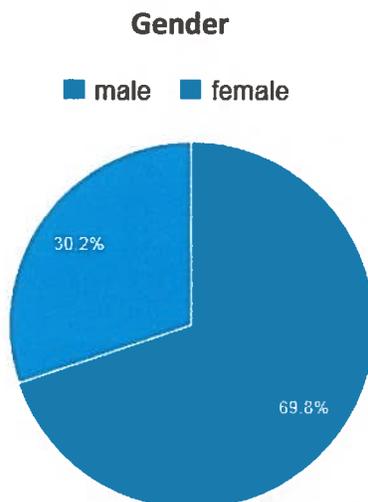
Return Visitors
49.2%

About

Indiana On Tap, LLC (www.IndianaOnTap.com), was founded in late 2013 to meet the need for Indiana craft beer enthusiasts to have an exclusive online resource to learn more about Indiana's craft breweries and their beers. As the state's leader in content and traffic, no other website comes close to curating original and 3rd party content on Hoosier craft beer news and events like we do.

Our mission is simple: To become the leading voice of Indiana's breweries and the craft beer community. Why? Because we believe that our Hoosier breweries are the best in the nation. If you're new to craft beer, we're the website to introduce you to the best Indiana has on tap. If you're a seasoned craft beer drinker, we provide you with all of the latest news, information and events to keep you up-to-date on what's happening around the state. After all, a smarter beer drinker is a better beer drinker.

Website Audience Demographics



More about our website audience:

- ➔ Highly interested in the craft beer industry and all surrounding industries—both in Indiana and nationwide.

Social Media Metrics



Twitter
5,623 followers



Instagram
3,580 followers

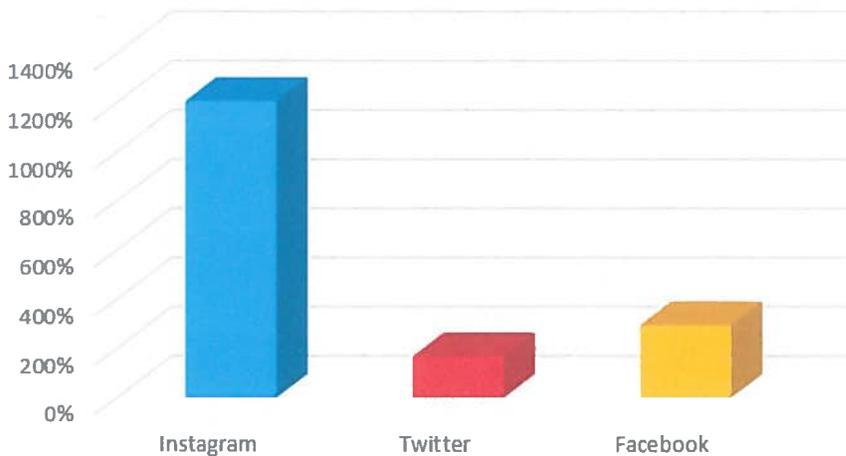


Facebook
1,643 fans

More about our social media followers and fans:

- ➔ Highly engaged in our shared posts and website content.
- ➔ 73.8% of website content is shared via social media posts (allowing us to highly control views of our content and consequent views of our ads to guarantee performance).

12-Month Growth



**Percentage growth over the last 12 months.*

- Instagram – 1,204%
- Twitter – 165%
- Facebook – 293%

Our Team



Justin Knepp
Founder/Chief Content Officer



Jay Hulls
Co-Founder/Brewery Relations



James Roach
Co-Owner/Social Media Strategy



Andy Tolle
Co-Owner/Event Director

➔ *Plus a statewide team of Content Contributors and News & Event Correspondents.*

Contact Info

Indiana On Tap, LLC
11125 Windermere Blvd.
Fishers, IN 46037
info@indianaontap.com



Whitestown 'Brewfest' Scope of Services Options

Event Planning & Management Scope of Services Options

Don't have the time or resources to plan your craft beer festival or event? Let us plan it for you! Indiana On Tap has been extremely successful in helping to organize, plan and/or promote all types of craft beer events. We'll use our great relationships with the breweries to organize, curate and manage a brewery and beer lineup that's just right for your event. Services include but are not limited to:

- *Contacting & inviting in-state and/or out of state breweries to your event.*
- *Finalizing the confirmation of their attendance (and their beer lineup).*
- *Negotiating the sale price of the kegs (or brewery stipend) for the event.*
- *Requesting, receiving & managing all brewery invoices pre-event (organized and shared with our event contact).*
- *Communicating all event, facility, and logistical-related details to each brewery leading up to the day of event. Addressing all questions or concerns from breweries day-of and post-event.*
- *Staffing and managing all basic and necessary event-day (brewery) details. (First ones there, last ones to leave).*
- *Ensuring brewery area has been cleaned and cleared immediately following event.*
- *Acquiring all required alcohol permits for the event (additional cost).*
- *Providing the identification (ID) age requirement checks during the event (additional cost).*
- *Providing security for the event (additional cost).*

**You won't need to worry about communicating any details with the breweries—we'll handle everything for you.*

Pricing Options

Option #1: (Preferred) (Dependent of Scope of Services)

Pre-Determined Price per Ticket (i.e. Percentage of Ticket Sales)

A 'price per ticket' or 'percentage of total ticket sales' option may be negotiated and mutually agreed upon based on the scope of services needed. Indiana on Tap is allowed and incentivized to market and promote the event above any beyond any paid advertising and social media campaign (which must still be billed separately). Signed contract required. Final ticket sale numbers must be shared with Indiana on Tap within 4 days after the event. Invoice will then be sent immediately with payment due within 3 days of sent invoice.

Option #2 (Dependent of Scope of Services)

Flat Rate Price

A flat rate price option may be negotiated and mutually agreed upon based on the scope of services needed. No additional Indiana on Tap marketing or promotion other than that which is purchased separately as an advertising or social media campaign is required. Signed contract not required. Half of the agreed-upon amount will be invoiced and must be paid upfront, before work begins. The remaining amount will be invoiced upon completion of the event and must be paid within 5 business days.



Successful Event Campaigns

www.IndianaOnTap.com

quaff on! brewing presents
Quafftoberfest
 sept. 19-20 • bean blossom, ind.
 WWW.QUAFFTOBERFEST.COM

heart of the brews
brewmaster's dinner
 november 7th at 6:30pm
 omni severin hotel downtown indianapolis

FLAT 12 BIER BREWERY

\$50/ticket

proceeds to benefit the riley heart research center

INDY'S FIRST RETRO ARCADE BAR

CONTRIBUTE NOW TO THE CROWDFUNDING CAMPAIGN

BLOOD BEER AND BURGERS

OCTOBER 12TH

OUTDOOR MOVIE & BEER PAIRING WITH SCARLET LANE & GIRLS' PINT OUT

FOOD BY: PUNCH BURGER
 BEERS FROM: NINKASI, URBAN CHESTNUT, SCARLET LANE

\$35

TICKET INCLUDES FOOD, MOVIE, BEER, PINT GLASS

4TH ANNUAL SOUTH BEND Brew Fest 2015

JAN 24TH 1-4 PM

SAMPLE 150 OF THE AREA'S **BEST CRAFT BEERS**

CENTURY CENTER CONVENTION CENTER

\$35

SOUTHBENDBREWFEEST.COM

INDIANA STATE FAIRGROUNDS
JANUARY 31, 2015
 3:00 PM - 7:00 PM

Indiana BASTILLE Day

July 11, 2015

Fishers On Tap
 Celebrating Indiana Craft Breweries

SATURDAY FEBRUARY 21, 2015
 FORUM CONFERENCE CENTER
 4:00 PM - 7:00 PM

GENERAL ADMISSION \$40
 WINE-ONLY DRINKERS \$20
 DESIGNATED DRIVER \$20

Rotary

INDIANA TAPS AND TOUCHDOWNS
BEER TASTING EVENT
 FRIDAY DECEMBER 5 FROM 4-7 P.M.

FORMER PAN AM PLAZA ICE RINK
 281 S. CAPITOL AVE., INDIANAPOLIS, IN 46225

ADVANCE \$25
 ON-SITE \$30

FIRST ANNUAL SHELF ICE BREWFEST

SHELF ICE BREWFEST

FEBRUARY 7TH, 2015
 1:00PM - 5:00 PM
 MICHIGAN CITY, IN

HUNDREDS OF BREWS AND ARTISAN FOOD

\$35/TICKET (\$55 FOR VIP)
 VIP ENTRY AT NOON

the 5th annual
heart of the brews
 february 26th 6-9pm
 craft beer tasting & food pairing event
 mavis arts & event center downtown indianapolis

General Admission: \$40

