



# BRIGHT NIGHT

**JUNE 17 - JUNE 23**

**CELEBRATING SUMMER SOLSTICE, THE LONGEST DAYS OF THE YEAR**



Join our national celebration of Oberon and the longest day of the year with great beer. Brewery support includes:

- **National web and social media**

- Promotion on Bellsbeer.com landing page
- Twitter, Facebook and Instagram posts leading up to and during event
- Bell's official page co-hosting events

- **Bright Night Untappd Badge**

- Available week of event

- **Specialty Point of Sale**

Potential Event Expansions:

- **Sunset Toast**
- **Beer Dinner**
- **5k Fun Run**
- **Bell's Trivia**
- **15 giveaways** (to celebrate 15 hours of sunlight)

