



DARK NIGHT 2019

CELEBRATING WINTER SOLSTICE, THE LONGEST NIGHTS OF THE YEAR

MON, DEC 16 - SUN, DEC 22



CREATIVE SUBJECT TO CHANGE

Join our national celebration of the longest nights 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
- **Dark Night Untappd Badge**
 - Available all week long
- **Specialty Point of Sale**
 - Coasters promoting event
 - Customized Tin Tacker
 - Special Dark Night branded giveaway items

2018
stats

+30%

SALES AT PARTICIPATING
ACCOUNTS DURING DEC '18

123+

EVENTS PLANNED
NATIONALLY

6600+

UNTAPPD BADGE
UNLOCKS
NATIONALLY

4400+

BELLSBEER.COM DARK
NIGHT EVENT PAGE
VIEWS