



## 2025 SHARE CAMPAIGN

The Peoples Beer Fest is all about the PEOPLE — and we want YOU to be part of it. Craft beer should belong to the people who drink it, not just the big beer companies who profit from it. Join the “We the Peoples” Crew — a movement powered BY THE PEOPLE, FOR THE PEOPLE — to share the word about the beer fest for ALL PEOPLE.

### HOW TO JOIN

1. SHARE PEOPLES BEER FEST POSTS — THAT’S IT, YOU’RE IN! (21+ ONLY — IT’S BEER, AFTER ALL.)
  2. SHARE TO YOUR STORY, FEED, OR REEL - HOWEVER YOU ROLL.
  3. IF YOU POST TO YOUR FEED, TAG @OPBREWCO SO WE CAN SEE YOUR SUPPORT.
  4. OPB TRACKS IT AND WILL DM YOU INFO.
  5. WANT TO GO BIG? REQUEST A CUSTOM PROMO CODE TO SHARE WITH FRIENDS.
- EMAIL: [CONTACT@OPBREWCO.COM](mailto:CONTACT@OPBREWCO.COM)

### WE’RE TRACKING THE LOVE

- BELOW ARE THE PERKS YOU EARN AS YOU SHARE!
- THE PERSON WHOSE PROMO CODE IS USED THE MOST WILL WIN A 2026 OPB PINT CLUB MEMBERSHIP.
- RUNNER UP PROMO CODE: ALL-INCLUSIVE FESTIVAL PASS FOR OCT 10–11.
- YOU DON’T NEED TO BE IN SAC TO PARTICIPATE & YOU DON’T NEED TO ATTEND THE FEST TO JOIN (BUT...WHY WOULDN’T YOU WANT TO COME?!)
- COLLECT YOUR REWARDS AT THE PEOPLES BOTTLE SHARE ON 10/10. WE WILL SHIP IN U.S.

SPOTS ARE LIMITED.  
START SHARING TODAY!

5  
SHARES



\$10 GIFT CARD

10  
SHARES

ONLINE OR  
IN-PERSON

TICKET TO  
PEOPLES  
BOTTLE SHARE

15  
SHARES



20  
SHARES

\$10 GIFT CARD

ONLINE OR  
IN-PERSON

TICKET TO  
PEOPLES  
BEER FEST

30  
SHARES

