

Brenna A Beer Program

Captain Sean Dwyer & F/V Brenna A



#endALS with Capt. Sean Dwyer and the F/V Brenna A as seen on **Discovery Channel's** 'Deadliest Catch'.



The Overview

Sean and the F/V Brenna A made their debut on Discovery Channel's 'Deadliest Catch' in April 2016. He quickly became a fan favorite after his story was told over the course of season 12 and was taken under the wing of veteran captain of the F/V Northwestern, Sig Hansen. Sean and the boat are going into their 4th season on the show which will air in April 2019.



Why we do it:

Sean's father Pat Dwyer, who's initials (PFD) are centered on the family crest and proudly displayed on the bow of the Brenna A, was diagnosed with ALS in 2005. Pat's motto was "As long as I can still drink a beer, then living with ALS isn't so bad." In 2013 he passed away from his 8 year battle with the disease and the Dwyer family has continued to raise awareness and funds for ALS research. In part, the Brenna A Beer program will contribute funds to ALS TDI, the world's largest independent research facility solely dedicated to finding a cure for ALS.

Participation in this program gives you, the brewer, the opportunity to join the fight by doing what you do best; making great beer. By branding your beer with our family crest you are not only creating awareness for the disease but also providing hope for those living with it and honoring those whom we have lost.

This unique opportunity gives your brewery a chance to connect to a globally recognized brand with a respectable reputation and strong relationships. ALS is not incurable, it's underfunded and we need your help to change that.

You can currently find Brenna A branded beer at 2 breweries; Wild Ride Brewing in Redmond, OR and Mount Arrowsmith Brewing in BC, Canada.

The Details

Beer Style:

You have the creative freedom to brew any beer you wish. There are no requirements regarding style, though we are happy to provide our professional taste testing opinions if called upon.

Your BA beer does not have to be year round but we recommend it in order for it to gain traction in the market and to maximize the funds raised for the program. We look to you, as the professionals in your industry, to choose what is best suited for your brewery.

Labeling:

You have the creative freedom to design your label so it fits into your line-up and we can provide you with photographs to draw inspiration from. However we have a few requirements that are as follows:

-The Brenna A Logo and Crest must be a prominent part of the label design.

-The ALSTDI logo is displayed in a location of your choosing

-A photo of Pat and the following text is added to the label if space allows:

This beer is brewed in honor and loving memory of Patrick Ford Dwyer; Fisherman, husband and Father. His battle to find a cure for ALS lives on through his family - Jenny, Sean and Brenna Dwyer. They carry out his legacy with determination and grace. For more information on the Dwyer's fight and to learn how you can get involved visit www.fvbrennaa.com.

Donations:

We ask for a minimum annual donation of \$5,000. This number is based on sales in the tap room and in distribution and can be structured in many different ways. Example below:

Taproom:

\$1 from every pint

\$0.50 from every 22oz bottle

Distribution:

\$5 from every keg

\$0.50 from every case of 22oz bottles



Program Benefits

-Globally Recognizable Branding & Cross Marketing

Discovery Channel's 'Deadliest Catch' is aired in 165 countries and is the longest running reality TV show.

-Tax Deductible Charitable Donations

-Product Placement Opportunities with Xtratuf Boots

Xtratuf is the leader in safety and non-slip footwear for the commercial fishing industry

-Connections to social media influencers in the beer and BBQ industry

-Opportunity to be connected to a brand with a well respected reputation

-Building strong inter-community relationships as well as developing relationships with other breweries across the country

Testimonial:

"Joining with the Dwyer family on the Brenna A Beer Program has helped our small brewery reach a new level of exposure for our brand while giving us an amazing avenue to give back to a great cause. The program helped to ground our business and build strong inter-community relationships. The Dwyers have been fantastic through the entire program and have become great friends. Highly recommend breweries consider joining this great cause and help to find a cure for ALS! We are excited to be re-releasing the Brenna A Sea Run Saison this April / May." **-Mount Arrowsmith Brewing, BC Canada**



Contact

For more questions regarding this program

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