



ANNUAL GENERAL MEETING 2022

Corporate Membership & Sponsorship Update

Kate Oppenheim

I took over corporate membership and sponsorships from Frances Brace and Robert Humphreys last autumn, so I'd like to begin by thanking them both for all the hard work and time they've given to the Guild over the years. It certainly made my job much easier when it came to taking on my new role.

I'm pleased to say that despite the challenges businesses are currently facing, we continue to receive the generous and much needed support from the vast majority of our corporate members. Sadly, we did lose nine, but we have gained seven – and we're still hoping to persuade some of those lost to rejoin, while positively promoting the benefits of the Guild to other companies currently not members.

We recently produced a new corporate brochure, which is a great tool for sending out to potential members, serving to positively promote the many benefits of corporate membership, including:

- Building relationships with key influencers
- Providing exposure (especially through our daily newsletter)
- Getting access to excellent networking opportunities
- Showcasing brands at key events

The Guild is forever hugely gratefully to our corporate members for their support, which provides financial stability for the Guild and allows us to provide the current level of individual member benefits. Their financial support allows us to employ a part-time member of staff, our brilliant secretary, Nat Watson – without whom we'd not have the newsletter, nor the level of organisation that we (as directors of the Guild) enjoy and need in order to fulfil our roles effectively and efficiently. The secretary role also allows us to offer more and better training, events and other activity that is central to the Guild's success.

Thanks too to Lisa Potter from Cask Marque, who continues to work behind the scenes on our finances, tirelessly sending out and chasing payment (when necessary) for invoices and keeping us up-to-date with payments received and outstanding.

Thank you Nat and Lisa.

AWARD SPONSORSHIP

Our corporate members also provide the foundations on which to build and obtain further financial support for important events, especially our annual awards dinner.

For the 2022 event, up to 16 corporate members can become award sponsors, collectively providing a prize pot of up to £24,000 – this is a massive benefit to our members, and we hope to see more of you entering our awards this year.

Thanks to the goodwill of our corporate members, we have 11 sponsors already confirmed for this year’s event – Adnams, Asahi, Budweiser Brewing Group, Carlsberg Marstons, Fuller’s, Greene King, Heineken, Krombacher, Shepherd Neame, SIBA and Visit Flanders – and I am confident of finding new sponsors for the remaining categories.

The award sponsorships not only provide the prize money – £1,000 to the gold tankard winner and £500 to silver tankard winners of most (not all) awards – but they also allow individual members to attend the event at a reduced ticket rate, subsidised through awards sponsorships. Again, this is something we could not afford to offer our individual members were it not for the continued financial support of our corporate members.

This year’s awards dinner will be held on November 23 at One Great George Street in Westminster – and we hope to see many of you there.

YEARBOOK

Due to the pandemic and other difficulties, namely sourcing advertising and finance for the project, we have not been able to produce the Yearbook in 2020 or 2021. However, we are confident of being able to bring it back this year, with hopes to make it available at the awards’ dinner, having extended its remit to include a celebration of this year’s finalists and winners.

Corporate Members in Good Standing (Paid up for 2021/22)

Adnams	Asahi	Budweiser Brewing Group
Carlsberg Marstons Brewing Co*	Fuller, Smith & Turner	Greene King
Hall & Woodhouse	Heineken	JW Lees & Co
Molson Coors	Shepherd Neame	St Austell
Stonegate Group	Brewhouse & Kitchen	Everards
Fourpure	Harvey’s	Timothy Taylor’s
Wadworth	Bedlam Brewery	Black Sheet Brewery
Brakspear	Brixton Brewery	Curious Brewery
Duvel Moortgat	Euroboozer	Exmoor Ales
Five Points Brewing Co	Hofmeister	Hogs Back Brewery
Hook Norton	James Clay & Sons	Krombacher
Lowlander Beer	Magic Rock Brewing Co	Mother Kelly’s
Neptune Brewery	Oakham Ales	Purity Brewing Co
Quilon Restaurant	Real Drinks	Roosters
Salcombe Brewery	St. Peter’s Brewery	Thornbridge
Williams Brother’s	Woodforde Norfolk Ales	Zerodegrees
Brook House Hops	Charles Faram	Crisp Malt
Fleet Street Comms	Paul’s Malt	Propel
Simpsons Malt	World Beer Awards	WPA Pinfold
Brewers Association	Brewers Company	BBPA
SIBA	UK Hospitality	Visit Flanders

Corporate Members Gained

Allsopp's	British Institute of Innkeeping	Wiper & True
Vocation Brewery	Propel	Sambrook's
Davenports		

Corporate Members Lost

Arkells	Butcombe Brewery	Lacon's
Long Live the Local	Marston's Beer Company*	Ossett Brewery
Tennent Caledonian	Wells & Co	West Berkshire Brewery