

# Now We're Paying IBA Member-Owners to Participate in Your Savings Program!

## It's Called the BrewBucks™ Rewards Program

And it's exclusively for our Member-Owners – not our Affiliate brewers. With this program every Member-Owner who continues to use your current IBA purchasing program – and every new Member-Owner who signs up for it – earns BrewBucks Rewards points that can be used to help pay off their IBA dues..

And we're footing the bill. No additional spend from you. Why are we doing it?

## It's Good For Everyone

The IBA and the craft beer industry are at a turning point. In 2024 the IBA will surpass the 500-member and 2-million-barrel mark. But as far as the IBA has come, the IBA still has a way to go to reach its full potential. To get there we need to improve our collective purchasing power and generate more business for you - our supplier partners. And there's only way to get us all there.

## Participation. Participation. Participation.

We're always encouraging IBA Member-Owners to up their participation in our Supplier-Partners' programs. Now our new BrewBucks Rewards Program actually rewards them for it, as well as a variety of other activities that benefit their breweries.

## Here's a list of all the activities we're rewarding...



**Exclusively for  
Member-Owners!**










[more...](#)

# The More Programs Members Participate In, The Lower Their Dues



## How Member-Owners earn BrewBucks Rewards points

Here's a list of the specific activities and points earned that will be rewarded in 2024:

Activity	BrewBucks™ Points Earned
 <b>Purchasing Program Participation</b> Continue participation in any current purchasing programs through 2024	5,000 points per program
 Sign up for any new purchasing program and spend at least \$5,000 through it in 2024	5,000 points for each \$5,000 spent in a new program/s
 <b>Quarterly Spend Reports</b> Review and confirm quarterly program spend reports within 14-days	2,500 points each quarter
 <b>Annual Program Review</b> Participate in an annual program review to help identify appropriate new purchasing programs	2,500 points
 <b>IBA Annual Meeting</b> Come to the annual Member-Owner meeting at CBC	10,000 points
 <b>Member Referrals</b> Refer a Member-Owner who joins and pays their first dues invoice  Convince an Affiliate to become a Member-Owner and pays their first year's dues  Refer an Affiliate who joins	150,000 points  100,000 points  10,000 points
 <b>Other Activities TBD</b>	TBD

more...

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## How much are BrewBucks™ Rewards points worth??

**1,000 BrewBucks = \$10.\***

Here's an example of how easily they can add up to reduce annual dues:

*BrewBucks can stack up very quickly!*

### See how quickly points stack up:

- Continue participation in 4 programs ..... 20,000 points
- Spend \$10,000 through each of 2 new programs ..... 30,000 points  
(4 x 5,000 new savings program spend bonus plus 2 x 5,000 program participation points)
- Review Quarterly Spend Report within 14 days each quarter ..... 10,000 points  
(4 x 2,500 points)
- Attend the IBA Annual Meeting at CBC ..... 10,000 points
- Attend an Annual Program Review ..... 2,500 points
- Refer 1 brewer who becomes an IBA Member-Owner ..... 150,000 points

**Total BrewBucks Points earned = 222,500 points = a \$2,225 REDUCTION IN ANNUAL DUES!**

Everything we're rewarding – more program participation, member referrals, coming to CBC, annual program reviews – all of it ultimately drives more business to our supplier-partners. And we take care of everything – including point tracking!



## And you can get in on the action too!

The BrewBucks Rewards Program creates a common IBA currency called BrewBucks Rewards Points. You can use them too for any current and new Member-Owner incentive programs you want to run. For instance, if you want to offer a special incentive of \$1,000, we'd turn that into an offer of 100,000 BrewBucks points. Or maybe you want to double the BrewBucks points we're offering for participating in your program. No problem. Any points money you owe as a result would be returned to us as part of your IBA rebate. Talk to Peter Licht – Director of Supplier Relations – for more: [peter@brewersalliance.org](mailto:peter@brewersalliance.org)

