



**PINT OF  
ORIGIN**

Partnership Proposal

# Pint of Origin Festival 2026

15 - 24 May 2026

Presenting an opportunity to connect with discerning customers through Melbourne's favourite craft beer event.





# What is Pint Of Origin?

**Staged annually since 2012, it's a beer festival unlike any other on the planet: a ten-day, choose-your-own-adventure event, bringing the world of beer to Melbourne.**

**Run by The Crafty Pint - Australia's leading craft beer media publication - Pint Of Origin is community-first, driving significant patronage of Melbourne venues, breweries and bars, and engaging over 100,000 craft beer consumers at venues or online.**

**Importantly, for like minded brands, it presents a valuable opportunity to reach and engage discerning customers in meaningful ways.**





# Our audience is your market.

## Pint of Origin attracts...

- A passionate, loyal, and active community (60%+ repeat attendance)
- Mostly aged 35–55, urban professionals., high disposable income
- They value experiences, good food and drink, culture, and local discovery

“Another fantastic 10 days of fun, friendship, good beers and amazing food. Happy PoO!”

Mel, 2025 Attendee





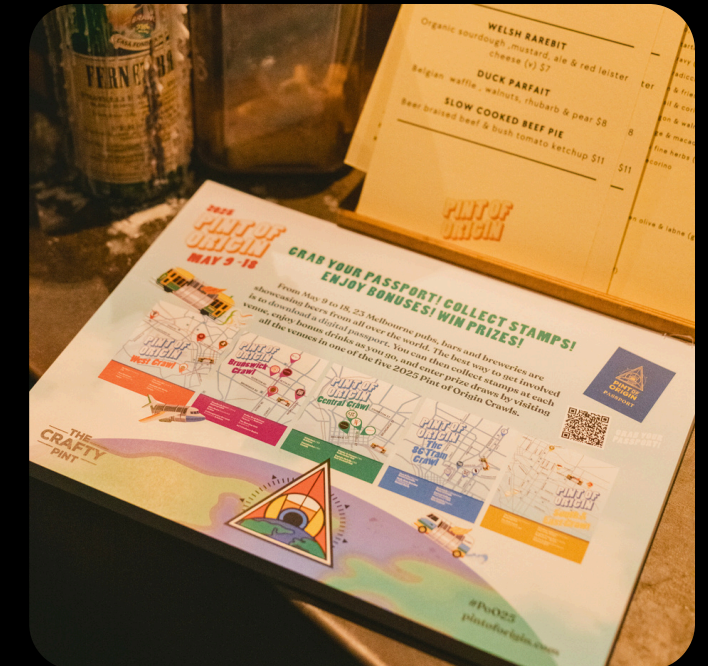
# We promote everywhere.

There's a massive marketing campaign behind Pint Of Origin, including...

- City wide street posters & megasites
- In venue posters, tearaway maps, coasters, tees
- Engaging content via 50+ venue and brewery social media channels
- Extensive promo via Crafty Pint website, email newsletters, podcast, and socials



Outdoor Signage



In Venues



The Crafty Pint



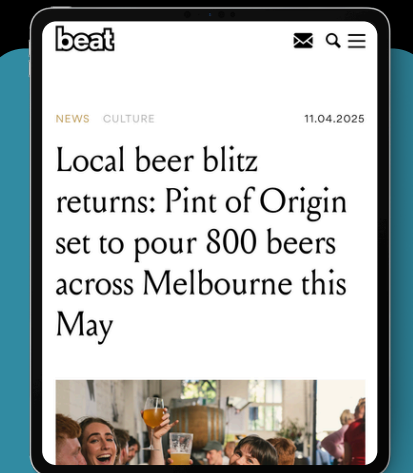
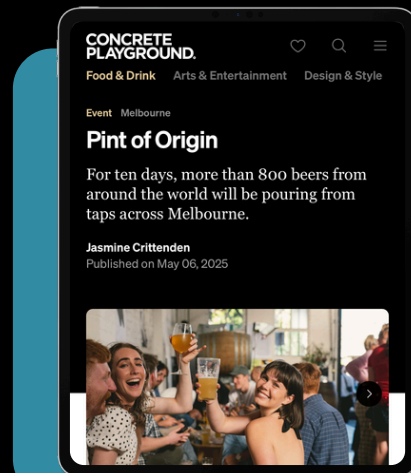
Social Media



# And it's the talk of the town.

**Pint Of Origin generates strong media buzz across mainstream, lifestyle and food & drink media.**

- Television (including the Today show, weather crosses, news reports and more)
- Lifestyle media (including Time Out, Concrete Playground, Sitchu, Beat Magazine & more)
- Food & drink media (including Melbourne Food & Wine, Delicious, Wine Companion, Drinks Trade)





# A festival model that works.

While many traditional festivals are struggling in today's economy, Pint Of Origin works differently.

- **It's free to participate.** Making it an easy and fun way to get out and about. In fact, 100% of surveyed attendees would attend again.
- **It supports local hospitality.** Rather than drive people to a temporary event space, Pint Of Origin introduces people to existing venues, of which 94% would be involved again.
- **It stays fresh.** With new venues, regions, breweries, beers and features every year, there is always strong anticipation for the Pint Of Origin program.





# So many opportunities.

**For like-minded brands, Pint Of Origin provides a significant platform to drive your objectives.**

- **Brand activations.** We can help bring your brand to life and connect with audiences through onsite activations, special events and promotions.
- **Hospitality experiences.** Our team can create unforgettable food and drink experiences for your most important customers and clients.
- **Content led marketing.** Backed by The Crafty Pint, with Australia's largest audience of craft beer industry and consumers, our team can create bespoke content to highlight your products.





# Next steps.

**We'd love to chat further! We offer...**

- **A strategic approach.** We don't offer a one-size fits all partnership package. Every proposal is tailored to your brand, audience and objectives.
- **Creative thinking.** We believe the best ideas come when thinking outside the box. Our team understands our event and audience deeply, and are highly experienced in creating strong partnerships.

**Let's talk!**

**Craig Williams**

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