# 2025 Master Brewers Member Referral Program Promotional Materials

*We’ve developed the following materials that you can use to promote the Member Referral Program to your friends and colleagues in the brewing industry. Feel free to use these drafts as they are, or as a jumping-off point for your own message.*

*You’ll earn a 20% discount on your membership dues for each colleague who joins as a new member, or past members who rejoin Master Brewers.*

# Email to prospective members

Dear \_\_\_\_\_\_\_

I’m reaching out to let you know about a great offer from the Master Brewers Association of the Americas. I’ve been a member of Master Brewers for \_\_\_\_ years, and it’s a vibrant, supportive community that has made a big impact on my career as a brewer.

**Now is a great time to join! You can get a 20% discount on your first year’s dues by listing me as your referring member and using the discount code NewBrew25 at checkout.**

Members get access to valuable resources and benefits, including:

* **Online Community:** Connect with fellow brewers and share challenges and solutions in the active Ask the Brewmasters forum.
* **Webinars & Events:** Get free access to all Master Brewers [webinars](https://www.mbaa.com/education/webinars/Pages/default.aspx) and discounted registration rates for [courses](https://www.mbaa.com/education/courses/Pages/default.aspx) and [events](https://www.mbaa.com/meetings/Pages/events.aspx), including the Master Brewers Conference, Brewing Summit, and the World Brewing Congress.
* [***Technical Quarterly***](https://www.mbaa.com/publications/tq/Pages/default.aspx)**:** Stay informed with timely articles about every aspect of brewing.
* **Bookstore Discounts:** Get member pricing on essential brewing resources at the [Master Brewers bookstore](https://my.mbaa.com/MBAAStore).

My favorite part of being a member is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. It’s been invaluable for my professional growth and the connections I’ve made.

Signing up is easy—just visit [mbaa.com/membership](https://www.mbaa.com/membership/Pages/default.aspx) to learn more and join today. Remember to add my name in the **Referring Member Name** field on the application form and use promo code **NewBrew25**.

Our community relies on the participation and support of brewers like us to promote innovation and excellence across our industry. I hope you’ll join!

*Your Signoff*

# Social media posts

### Twitter (<280 characters)

I’m proud to be a member of Master Brewers and hope you’ll join this supportive community of brewing industry professionals! List me as the Referring Member and use discount code NewBrew25 to get 20% off your first year’s dues! [bit.ly/3WR2Mcf](https://www.mbaa.com/membership/Pages/default.aspx)

### Other platforms

I’m proud to be a member of Master Brewers and hope you’ll join this supportive and engaged community of brewing industry professionals. Master Brewers is dedicated to excellence in brewing and offers great resources to help every brewery succeed. List me as the Referring Member and use discount code NewBrew25 to get 20% off your first year’s dues! Join now to get this offer! [bit.ly/3WR2Mcf](https://www.mbaa.com/membership/Pages/default.aspx)

### Social Media Graphics

Download these graphics for use on social media:

* [Facebook, LinkedIn, and X (Twitter)](https://www.mbaa.com/membership/Documents/mbaa-referral-social-post-2025.png),
* [Instagram](https://www.mbaa.com/membership/Documents/mbaa-referral-social-ig-2025.png)