

How to Host

a lawmaker and make it effective!

Your elected representatives are always looking for opportunities to be seen in the community.

Beer Distributors are perfectly situated to host lawmakers for tours, lunches, or even press events.

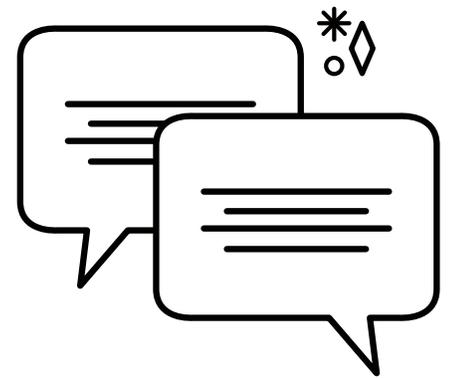
Quick Tips

- Prior to the legislative session, invite your local lawmakers to your facility.
- Take Pictures!
- Post on social media and always tag the elected official
- Thank them publicly and consistently

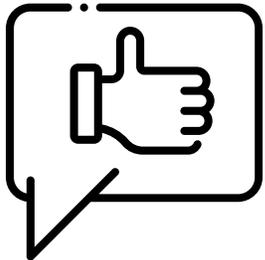
Post on Social Media

- Use your distributorship or personal social media to thank them for attending your meeting or touring your facility.
- Use the WBDT Website for sample social media posts and talking points on specific issues you want to mention.
- Always tag the lawmaker and use the hashtag #txlege to get attention from the entire legislative community.

"@BeerDistributor thanks Representative Smith for their dedication to our industry and taking the time to tour our facility. We employ 1,000 of your constituents and are proud to partner with you. #txlege"

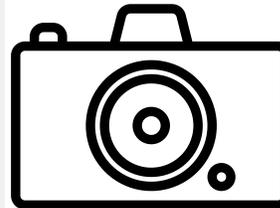


Thank Them Publicly



- Invite your local media partners, issue a press release, and thank them for their time and willingness to support the 3-tier system and your local beer distributors.
- Send out newsletters with your pictures and outline the events of the day.

Take Pictures



- High resolution photos are a must for social media.
- Coordinate a time during the tour or event specifically for pictures.
- Make sure the lawmaker or their staff have access to the photos so they can also distribute them in campaign efforts or in constituency newsletters.

Pro Tips

- Tell lawmakers what you're doing in the community. Explain the benefit that beer distributors bring to their districts.
- When hosting events, get all of your employees involved. Take pictures with as many employees and their constituents as possible to show how strong the beer distributor community is!
- Do no harm! If you have any questions or need help with your event, reach out to WBDT and we will help as much as possible.



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