



**Kachemak Heritage Land Trust**

Kenai River Brewing Co and  
Kachemak Heritage Land Trust's  
**Battle of the Beer Label**

**Did someone say BEER?!**

Kenai River Brewing Co.(KRBC) has generously offered to brew a beer supporting Kachemak Heritage Land Trust (KHLT) – donating a portion of the beer sales to our important conservation organization. How fantastic is *that*?! Monies raised will help fund KHLT's annual stewardship responsibilities; stewarding irreplaceable lands under their care from the head of Kachemak Bay to the Kenai River. KHLT is a nongovernmental, 501(c)3 nonprofit organization that conserves important Kenai Peninsula lands for the future. KHLT's strategic focus is protecting critical salmon habitat, connecting important moose corridors and conserving recreational lands for our communities by working with private landowners.

**You're invited! Battle of the Beer Label**

KRBC and KHLT are hosting a beer label competition and invite artists (age 21+) from around the Peninsula to participate. This is fantastic opportunity to show us your creative skills by designing the beer label artwork for KPBC's craft **Spruce Tip Double IPA** – specially brewed for the occasion. For the design theme, consider the importance of land conservation for salmon, wildlife, our beautiful landscape as well as for our unique Alaskan way of life. The design must fit measurements outlined in the Contest Rules and Guidelines. The label artwork will be used for a first run release with possible future runs to be considered. By entering, you are agreeing to the rules and guidelines of the contest, along with declaring that you own the artwork and it in no way infringes on the copyrights or trademarks of others. Any artwork found to be using protected artwork, or artwork owned by someone other than you will be removed from the competition. KHLT staff and Board members are not eligible to participate.

**Deadline and Judging**

All artwork must be submitted by or before 5pm, Monday, April 16, 2018. There is no limit to number of entries per person. No late entries will be excepted. Entries may be posted on KRBC and KHLT website(s), social media, etc. Entries will be judged by three people: Doug Hague of KRBC, Joel Cooper of KHLT, and one community member designated by Doug. Announcement of the label artwork winner will be at a First Tap event to be held in May or June – date TBD.

**1st Place:**

Artist's design is used on Kenai River Brewing Co's Spruce Tip Double IPA beer label  
Bragging rights  
\$25 KRBC gift card

**2nd Place:**

\$25 KRBC gift card  
Bragging rights for being runner up!