



Dayton Beer Company



# Trail Town Pale Ale

*Custom Can Design Contest*

**Entry deadline  
April 30!**

## Drink Beer Do Good

DBC will donate \$1 of each Trail Town beer sold from May 5-9 to benefit the International Trails Symposium and beers sold after May 9 will benefit a local park system or a local trail project.

### Calling all designers!

Create a custom beer can design for the new DBC brew: Trail Town Pale Ale.

This beer and ensuing can design will encompass the trail legacy of Dayton - **The Outdoor Adventure Capital of the Midwest!**

The design contest is aligned with the International Trails Symposium, the largest gathering of trail professionals in the world, which will be hosted in Dayton from May 7-10.

The weeklong celebration of Dayton's biking, hiking, and paddling trails kicks off May 5 with the The Miami Valley Cycling Summit, RiverScape River Run Ribbon Cutting, and the 2nd Anniversary of Link: Dayton Bike Share...as well as the unveiling of the winning Trail Town can design.

See reverse for details >>

# Design Timeline;

|                                 |                  |
|---------------------------------|------------------|
| Design Window:                  | April 1–April 30 |
| Finalists Selected:             | May 1–May 4      |
| Trail Town Beer Unveiled on Tap | May 5            |
| Public Voting at DBC:           | May 5–May 9      |
| TRAIL TOWN PALE ALE TAPPING:    | MAY 9            |
| WINNING DESIGN ANNOUNCED;       | May 9 @ 10:30 pm |
| Cans unveiled for public sale   | Mid-Late June    |

# What Do You Win?

The winning designer will receive a 2 hr private room rental at DBC or the date of their choosing and a \$150 gift certificate.

# How to Enter

Entries must be received by midnight April 30. Email or drop off the file to [peter@thedaytonbeerco.com](mailto:peter@thedaytonbeerco.com).

# Design Specs;

1. Size: See Figure A
2. Warning



3. Dayton Beer Company Logo

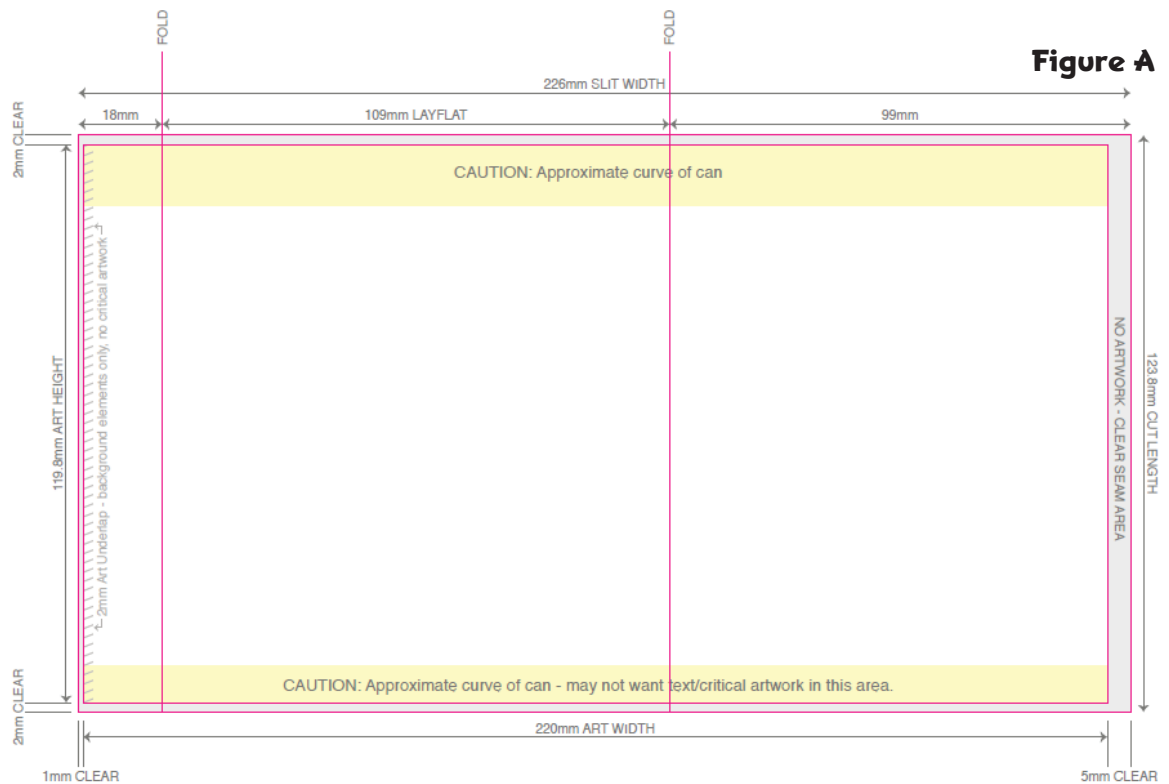


*For high resolution versions of warning and DBC logo, email Pete!*

4. Name of Beer: Trail Town Pale Ale
5. Text Story: With each footstep, crank of the pedal or dip of the paddle, Daytonians love their trails. Dayton is home to the nation's largest paved trail network, the Great Miami River Watershed National Water Trail, and the Buckeye and North Country National Scenic trails. Dayton, Piqua and Troy have been named Trail Towns for their various amenities. Combo this with the Dayton region's abundance of other outdoor adventure opportunities and you'll understand why Dayton,

Ohio, is "The Outdoor Adventure Capital of the Midwest!" This pale ale is deliciously dry hopped to lend notes of resin, citrus and pine. Vibrant and flavorful, a can of Trail Town Pale Ale is the perfect way to relax after a day of adventure

6. Required content 5.5% ABV | 46 IBU - Brewed and Canned by The Dayton Beer Company. 41 Madison Street Dayton, OH 45402
7. Website: [thedaytonbeerco.com](http://thedaytonbeerco.com)
8. DBC Tagline: Think Dayton, Drink Dayton (inclusion preferred)



Overall Size: 226mm x 123.8mm  
 Art Area: 220mm x 119.8mm  
 Layflat: 109mm  
 Slit Width: 226mm  
 Cut Length: 123.8mm

- Outline all fonts
- Embed all images
- Barcodes should be in vertical/ladder position. We recommend the barcode be black with white behind it to provide the best scan.
- 2mm art underlap on left, no critical copy should extend into the underlap. Background elements should run into the underlap.