

HOSTING GUIDE



2024 EDITION

FOREWARD

This guide is intended to give you a good understanding of what it takes to host an AeroPress Championship. You can find the Rules and Regulations of Competition [here](#), the specific steps to hosting in your inbox (it was emailed to you immediately after registering), and you can get in touch with us at anytime if you have questions or need some quick advice.

We want to ensure you have a successful event, with competitors and audience members leaving the venue already counting down the days until next year's championship.

You'll do great, we believe in you, and remember to have fun along the way.

Best of luck,
Tim & Grant

ABOUT W.A.C.

The World AeroPress Championship is a global coffee-making competition, designed to find the world's best cup of AeroPress coffee.

Since its inception in 2008, the championship has become a global community and phenomenon. Each season is comprised of a series of regional and national competitions, run by independent hosts across 60+ countries, which culminates with the World AeroPress Championship final.

At its heart, the World AeroPress Championship exists to bring coffee-loving people together in an open, inclusive, and fun environment. The World AeroPress Championship is about building community, making friends, and celebrating coffee.

At all times, your event should strive to be fun, inclusive and welcoming for competitors and guests alike.

Use that ethos as your guiding light.



WHO ELSE HOSTS WAC EVENTS?

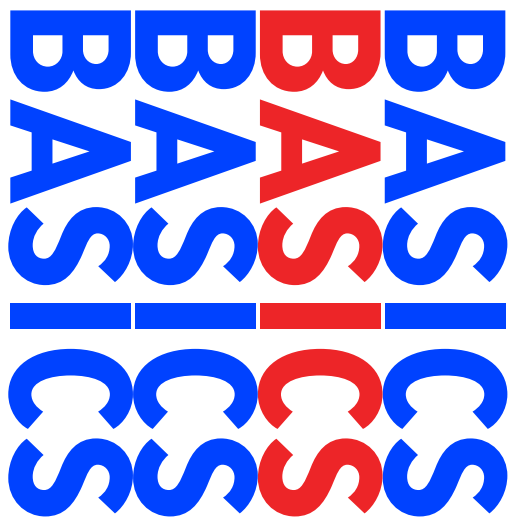
We are privileged to work with so many incredible hosts around the world. From small cafes to the world's most recognized roasters. Coffee festivals to green coffee importers. Non-profit organizations to global hotel chains. Even solo organizers who are simply diehard fans of the championship. It's not about the size or tenure of a host, but their attitude and desire to become an important part of something special.



and many more...

2024 WORLD FINAL LISBON, PORTUGAL SEPTEMBER





SET DATE & TIME: Your competition needs to happen before August 15, 2024. The sooner you finalize your date, the sooner you can get to planning!

EVENT CALENDAR: You may host your championship within or tangentially to another event (ex: coffee festival, trade show) or as a standalone event.

PLAN AHEAD: If you fail to plan, you plan to fail. Events take a bit of work but are always worth the reward. Plan ahead, stay organized, and don't be afraid to ask for help if you need it.

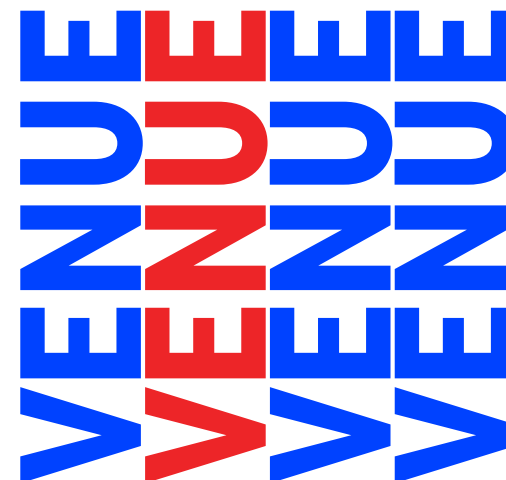


LOCATION: The venue you choose should be easy to access by bike, transit, or car and centrally located.

SIZE: Ensure there is ample room for the competition to take place AND for the audience to mingle. Our recommendation is a minimum of 2,000 sqft / 185 sqm

POWER: You'll need a decent amount of power for all of the kettles and grinders. Each competitor should have an outlet on a dedicated circuit so that you don't blow a breaker mid-competition.

PRO TIP: Competitors often arrive with a lot of stuff. You should make sure you section off some space for competitors to put their things. competition-winning equipment.



CHOOSING THE RIGHT VENUE

Ideally you want to host in a space that is large, open, has lots of power and is suitable for the best coffee party your city has ever seen (because we know you'll crush it!).

Reach out to a local roastery with a big production space. Touch base with that huge

new cafe that opened last month. Send an email to your favourite brewery or distillery. Get creative! Maybe host your championship in a music venue on one of their off-days? How about a covered patio of a restaurant?

Most companies and venues would love to

get people through their door and fill their space with an engaged crowd. Use this to your advantage.

Offer sponsorship to the venue or company in exchange for hosting (this is especially handy with a roastery or brewery).



STRUCTURE YOUR CHAMPS

How an AeroPress competition actually runs is open to interpretation by the host. There's a framework to operate within, but a lot of decisions for you to make.

- How many competitors will you have?
- Will you charge competitors an entrance fee and if so, how much?
- How many rounds will you run?
- Will you send out practice coffee in advance or will it be provided on the day with space to dial in?
- Will competitors have practice time, and equipment supplied to brew on?
- How will you communicate all of this to the competitors?

We suggest writing up a simple plan, saving it as a PDF and posting it online, so everyone is on the same page.

EXAMPLE STRUCTURE

27 COMPETITORS

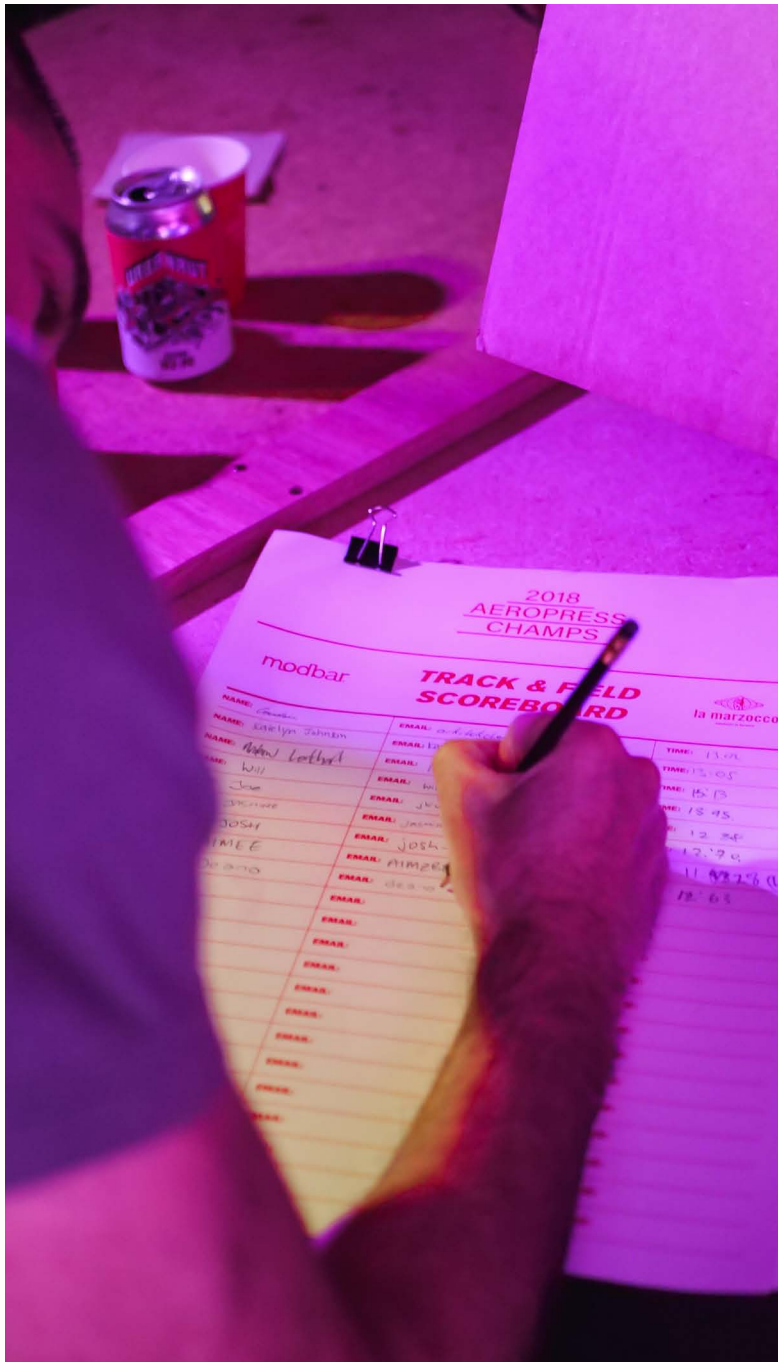
3 COMPETITORS AT ONCE

3 ROUNDS (9 X HEATS, 3 X SEMI-FINALS, 1 X FINAL ROUND)

3 JUDGES

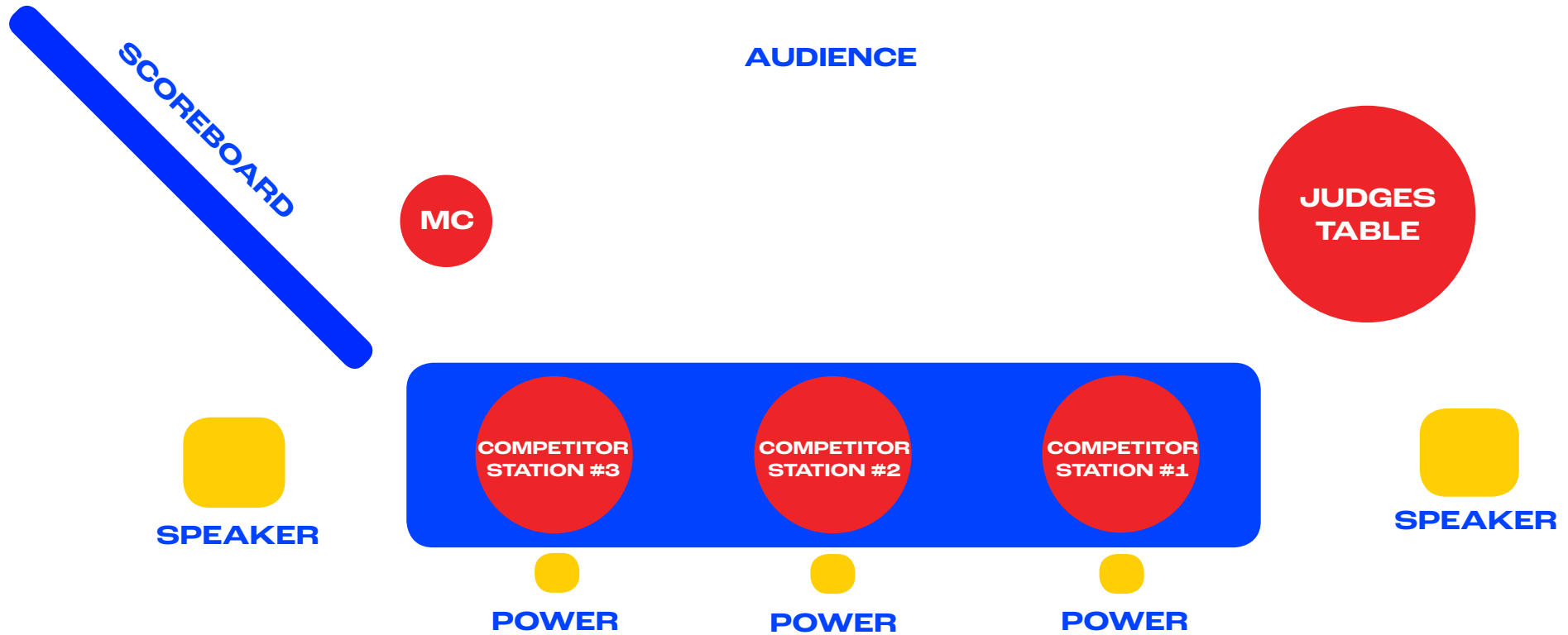
You can adjust the structure based on the size of your venue and your comfort level! Remember, the aim is to have fun, so get as many helping hands as you can to keep things moving along smoothly.

Need a visual? Check out the examples on the next page.



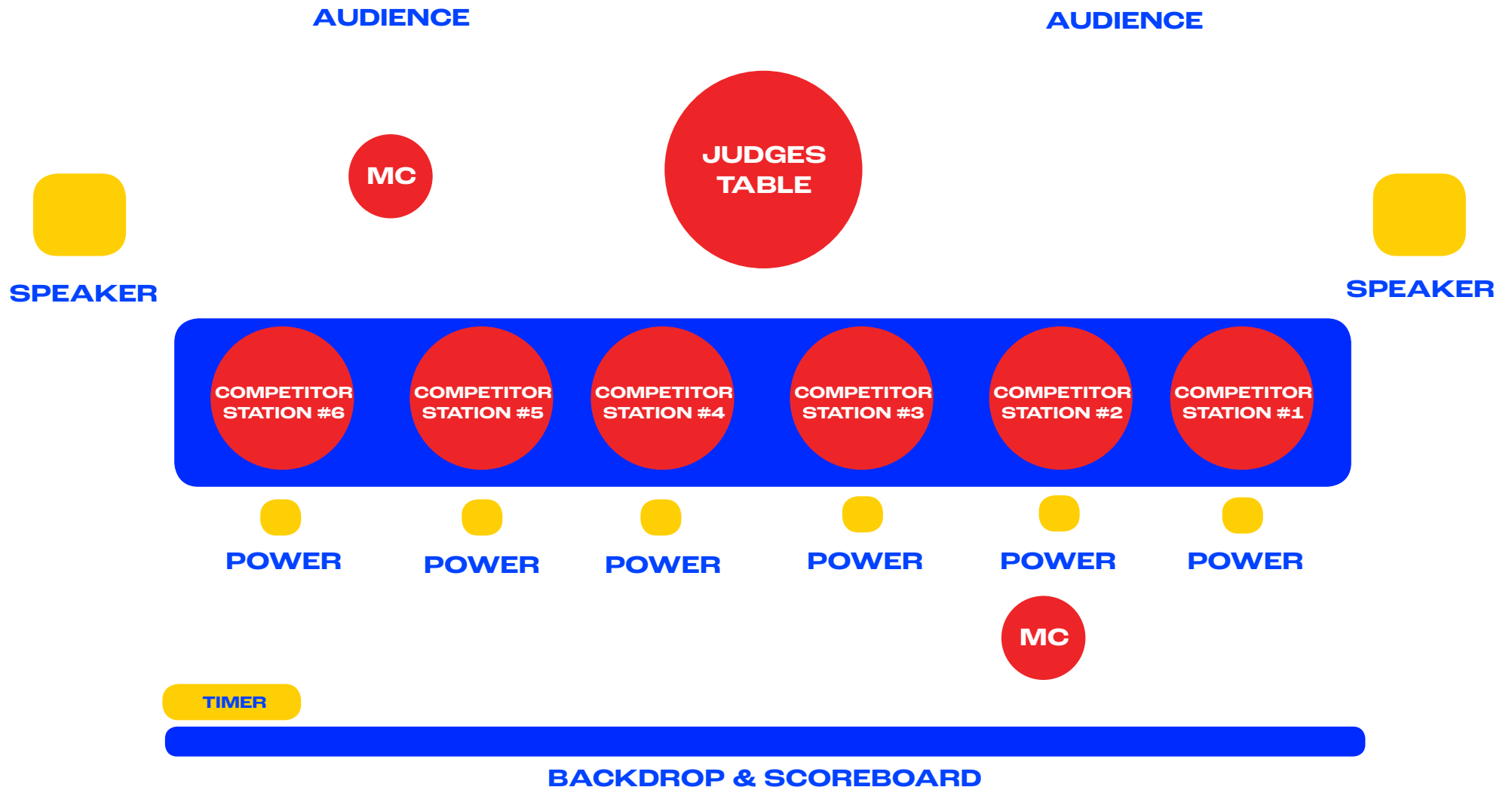
STAGE EXAMPLE #1

THE 'COFFEE SHOP' CHAMPIONSHIP



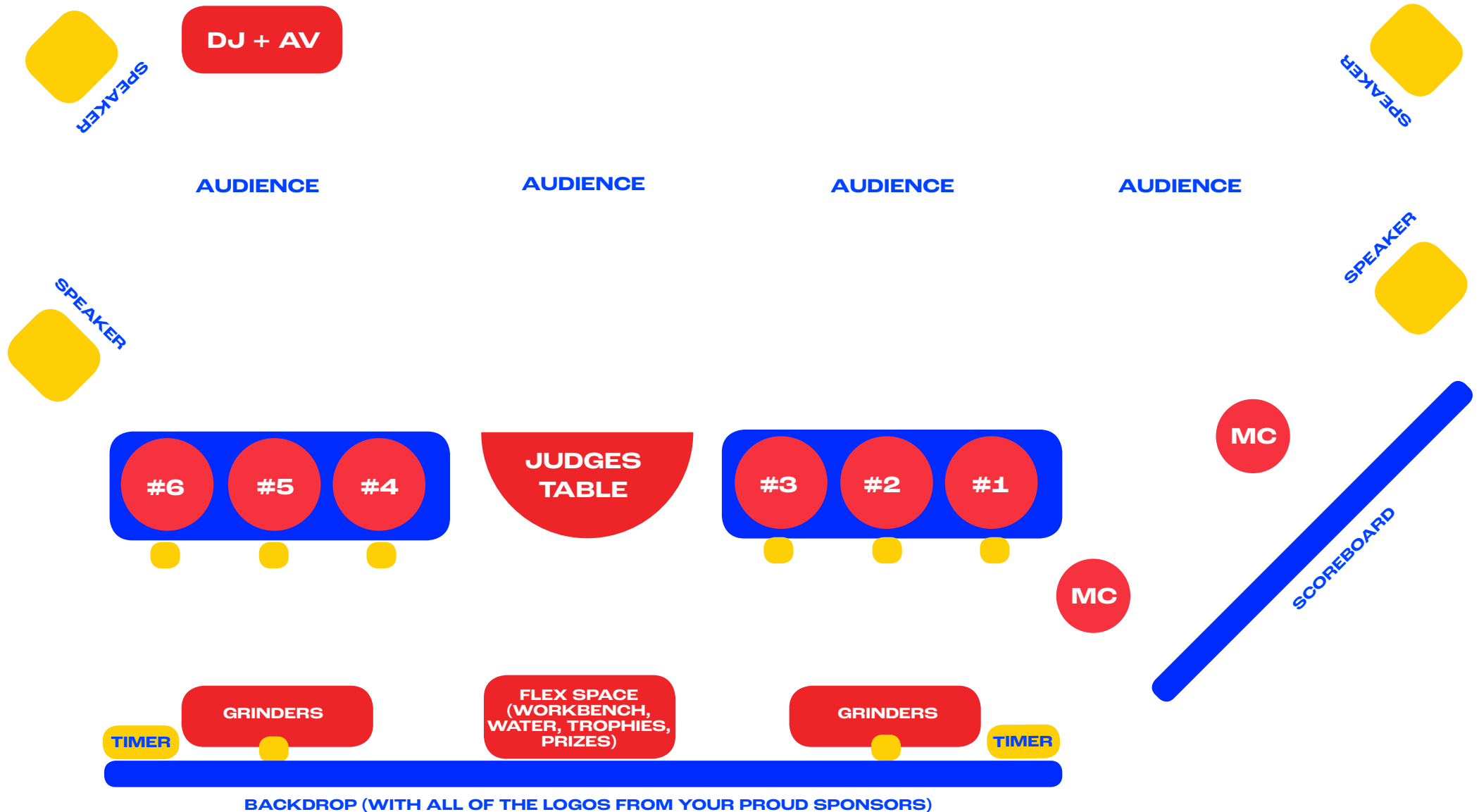
STAGE EXAMPLE #2

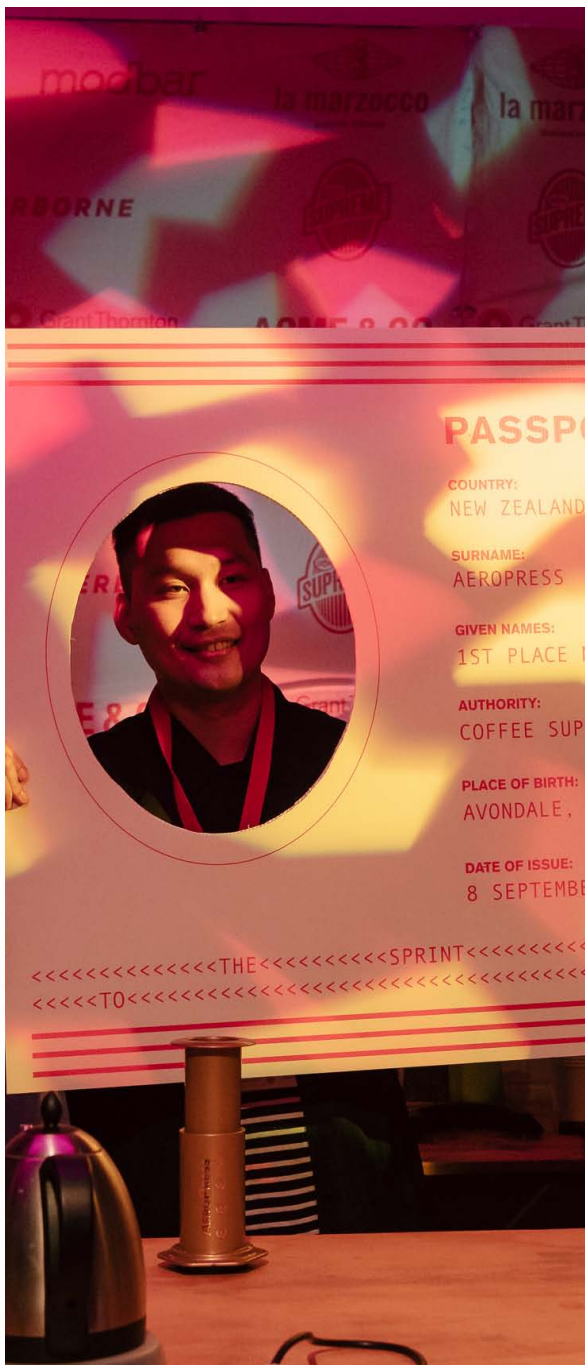
THE 'INTERMEDIATE'



STAGE EXAMPLE #3

THE 'SEASONED VET'





MAKE A BUDGET

As the host, you are responsible for the reasonable travel expenses of your national champion, as outlined in the Terms & Conditions of Hosting, so budget accordingly. travel and accomodation of your champion so be sure to budget accordingly.

Regional championships must abide by the same terms, so make sure to inform your licensed regional hosts, if you aren't organising them yourself.

Some other hard costs to consider:

RENTALS & STAFF

Tables, chairs, draping, AV (speakers, lights, microphones, projector etc.), DJ, emcees, set-up/tear-down, bartenders.

FOOD & DRINK

It's great watching strangers brew coffee, but it's even better with a full belly and a few beers under the belt. Make room for some food trucks, beers, or local caterers so people can eat and you can look after your volunteers.

DECORATIONS

A little decorating goes a long way. Put up some posters and art, grab some balloons, bring in some plants, play around with lighting and set the mood!

PRINTING & PROMO MATERIALS

Print posters to put up around town, make flyers for cafes to hand out to customers, dress up your venue with a striking backdrop and prominently display sponsor logos. Don't forget a scoreboard so your audience can track the competition at a glance!

PHOTOS & VIDEO

It will be so much easier to promote your event next year if you already have a library of photos! Sponsors love high quality content from events they support. We also have a lot of places to show off great photos and videos from your event.

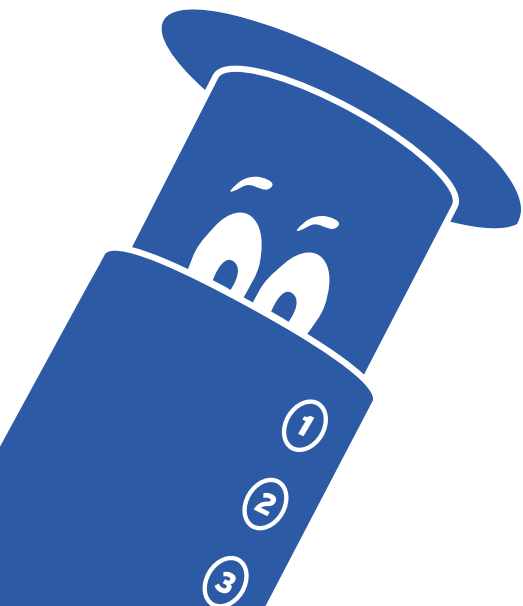
REMEMBER: the better the photos, the more likely companies will use them. Hire a pro.

RAISE SOME SPONSORSHIP

NOW THAT YOU HAVE A BUDGET, IT'S TIME TO RAISE SOME SPONSORSHIP DOLLARS!

Approach local coffee roasters, cafes, grinder, scale or kettle manufacturers, equipment distributors, your local AeroPress distributor, craft beer brewers, and coffee or hospitality magazines.

Be clear about your event, and what you can offer them. Make it easy for them to say yes!



If the goal of your event is simply to break even, pair up sponsors with each your hard costs to make it clear and easy.

Example:

SPONSOR A covers the cost of airfare, accomodation etc. for your National Champ

SPONSOR B roasts your competition coffee and provides it to competitors

SPONSOR C provides grinders, scales, and kettles for your competitors.

SPONSOR D covers the cost of beer and wine for your event

SPONSOR E handles the catering

...and so on!





POSTER

The AeroPress Championship poster is an iconic and important part of your event. It will give your community the important details (date, time, location, sponsors, what to expect) and convince them to attend!

Enlist a local artist or designer to make up your poster and have some fun with it.

There's plenty of inspiration on our website.

Your poster must be the following format:

Orientation: Portrait

Size: A0 (841 × 1189 mm)

Resolution: 300ppi minimum

Format: Vector file, hi-res pdf, hi-res png

Be sure to tell your designer all of these things up front to avoid a remake.

At this point, you should submit your PROMOTION FORM so that we can promote your event on our website as well as our social media to help get the word out!



READY, SET, PLUNGE!

If you have questions or concerns over anything listed in this guide or are unsure about how the advice above should be applied to your event, get in touch for our thoughts.

Good luck and most of all, have fun!