

**Application for
Best Photo Op**

**Giant Beer Glass,
Big South Productions**

Judges' score - 8.0

Detailed description of the photo op

What better photo op for a beer festival than a giant beer glass. This will be our 6th year using the social media favorite!

How did the idea come to be? How was it created?

In a pre-festival meeting with one of our sponsors(Dimensional Design), we were brainstorming about photo ops. They created this giant beer glass for us to use at our events. Each year they overlay the new logo for us.

How does it capture your event or relate to the theme or aesthetic?

It is the perfect fit for a beer festival. The beer glass is see through so attendees stand behind it and have their pic taken. It gives the appearance of standing in a glass of beer. It is a huge hit with our attendees.

How did the photo op improve attendee experience?

The photo op gives them a one of a kind photo to remember each year. It is definitely a talking point.

