DYCKMAN BEER · 2017–2019 · BRAND SPONSORSHIP · EVENTS

Dyckman Beer

An official sponsor of LMP

Dyckman Beer, the local beer from Uptown New York, came on as an official sponsor of LMP in September 2017. LMP announced it on Instagram and Facebook and sent its followers to its website to find where to buy the beer.

Through 2019 the brand showed up beside the LMP team — tagged at a hurricane-relief donation drive in 2017, with LMP at Gracie Mansion for the kickoff of DR Weekend 2019, and sponsoring LMP's grand-opening party that year.



Guests with Dyckman Beer — posted by LMP, 20 November 2019.

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What we did

- Announced Dyckman Beer as an official sponsor of LMP on Instagram and Facebook on 26 September 2017 — "Make sure you log in to our website and take a look were you can find this amazing local beer"
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Tagged it in LMP's post from the hurricane-relief donation drive at Mamajuana Café on 30 September 2017, where the LMP team supported the Port Authority Police Hispanic Society and other organizations
- Tagged it in LMP's video from Smorgasburg in Brooklyn in October 2017

- Kicked off DR Weekend 2019 at Gracie Mansion with the Mayor, and with Dyckman Beer — “Con los impresarios!”, on LMP's Instagram and Facebook on 8 August 2019
- Had Dyckman Beer sponsor LMP's grand-opening party in 2019
- Shared it with the LMP DJ network — on Basecamp in 2017, then on LMP's DJ Discord, IAMLMP DJs

672 members today

The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

233

likes on LMP's post from Gracie Mansion with Dyckman Beer

The kickoff of DR Weekend 2019 with the Mayor, 8 August 2019.

INSTAGRAM, OCT 2026

126

likes on LMP's sponsor announcement, September 2017

On Instagram; it ran on Facebook too.

INSTAGRAM, OCT 2026

The sponsor announcement on Instagram ↗ · On Facebook · Sep 2017 ↗ · The hurricane-relief drive · Sep 2017 ↗ · Smorgasburg · Oct 2017 ↗ · Gracie Mansion · Aug 2019 ↗ · Dyckman Beer on Instagram ↗

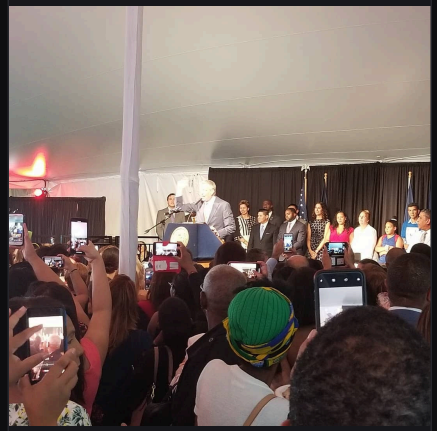
From the campaign



LMP's sponsor announcement, 26 September 2017.



The LMP team at the hurricane-relief drive, 30 September 2017.



Kicking off DR Weekend 2019 at Gracie Mansion, 8 August 2019.



Posted by LMP, 20 November 2019.

Run one with us

Talk to us