
North American Brewers Association™

Policy 7-a Charity Selection for Mountain Brewers Beer Fest

1.0 Introduction

1.1 Purpose

Provide a consistent method of selecting the charity that will benefit from the proceeds of the Mountain Brewers Beer Fest.

2.0 Applicability

2.1 This policy in addition to "Distribution of Funds from Mountain Brewers Beer Fest, policy 6.a" specifies the procedures to be used in selection of the charity and distribution of funds from the Mountain Brewers Beer Fest.

3.0 References

3.1 "Distribution of Funds from Mountain Brewers Beer Fest, policy 6.a"

4.0 Instructions

4.1 Discussion: In the last six years of operation the Mountain Brewers Beer Fest grew from a small, first-time event of 700 attendees and net revenues of \$12,000 in 1995, to a 5,000 person fest that netted over \$30,000 at its sixth version in the year 2000. Each year the board of the North American Brewers Association awards that year's selected charity with a sizable portion of the net proceeds, while retaining a small amount of 'start-up' funding to conduct the beer fest in future years.

4.2 Selection of the year's charity starts no later than January with the issuance of an application. Much in the form of an 'RFP,' it helps define the award process. Information requested in the application helps clarify the type of charity, level of need, efficiency of operation, and ability of the charity to assist in conduct of the festival. Charities

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4.2 (continued)

without sufficient operating funds or volunteer force are encouraged in the application process to 'team' with another nonprofit group or group(s) to assure the minimum requirements of staffing and 'seed' money are available to conduct operation of the beer festival. A sample application is attached to this procedure.

4.2.1 Prior to submitting an application for selection as the year's selected charity, members of the charity's board, or staff must attend an 'application briefing' conducted, on a date to be announced, by the staff of the North American Brewers Association.

4.2.2 The 'application briefing' shall consist of:

- Overview of the application and selection process
- Review of the application
- Review of donation award process as per reference 3.1
- Question and answer period
- Due date for receipt of application

4.2.3 Copies of each complete application received shall be distributed to board members of the North American Brewers Association.

4.2.4 Board members of the North American Brewers Association shall be responsible for review of applications prior to the first board meeting convened to select the charity.

4.2.5 A selection meeting shall be scheduled no later than two weeks following the receipt of applications. (NOTE: a second selection meeting, and/or an interview meeting of the finalists, may be called for at the discretion of the board.)

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4.3 Following selection and notification, the North American Brewers Association conducts an initial planning meeting with the selected charity. At that time additional explanation is provided regarding details of the organization and the level of planning and assistance provided by the Mountain Brewers Beer Fest Committee.

4.3.1 This meeting includes:

- Explanation and discussion of funding award criteria
- Responsibilities of the charity's staff
- Development and distribution of minutes
- Establishment of a liaison between the charity and Mountain Brewers Beer Fest committee
- Meeting attendance requirements
- Nature of deposits required of charity to run the fest, and The associated timing of payments
- Review of standardized meeting agenda and format
- Nature and conduct of the silent auction and raffles
- Expectations for selling program ads
- Distribution of a historical 'contact' list for businesses supporting previous beer fests
- Establishment of a meeting schedule.
- Relationship between the Fest and the North American Beer Awards competition.

NOTE: During the initial meeting and throughout all subsequent meetings, the charity is encouraged to ask clarifying questions, and seek further guidance any items which, for whatever reason, were not thoroughly explained or understood.

4.3.2 The selected charity shall sign a statement that it has received and acknowledges all the terms of its selection as outlined in North American Brewers Association procedures.

5.0 Approval

5.1 Approved by

Policy Director

Effective date

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SAMPLE APPLICATION

In the previous six years of operation the Mountain Brewers Beer Fest grew from a small, first-time event of 700 attendees and net revenues of \$12,000 in 1995, to a 5,000 person fest that netted over \$30,000 at its sixth version in the year 2000. Each year the board of the North American Brewers Association awards that year's selected charity with a sizable portion of the net proceeds, while retaining a small amount of 'start-up' funding to conduct the beer fest in future years.

Following selection the members of the charity's staff are expected to attend a briefing and planning meeting. This meeting includes:

- Explanation and discussion of funding award criteria
- Responsibilities of the charity's staff
- Development and distribution of minutes
- Establishment of a liaison between the charity and Mountain Brewers Beer Fest committee
- Requirements of meeting attendance
- Nature of deposits required of charity to run fest, and the associated timing of payments
- Review of standardized meeting agenda and format
- Nature and conduct of the silent auction and raffles
- Expectations for selling program ads
- Distribution of a historical 'contact' list for businesses supporting previous beer fests
- Establishment of a meeting schedule.
- Relationship between the Fest and the North American Beer Awards competition.

NOTE: During the initial meeting and throughout all subsequent meetings, the charity is encouraged to ask clarifying questions, and seek further guidance on any items which, for whatever reason, were not thoroughly explained or understood. Perceived failure of the charity to understand terms and conditions in no way incur liability on the NABA.

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Beer fest planning typically follows a pattern of meetings once every two weeks from February through April, with weekly meetings, as deemed necessary by the chair of the North American Brewers Association, in May. Designated members of the Charity and selected main committee members are expected to make all the biweekly meetings, and the complete group meets once per month.

Although email updates and status may be forwarded to all members of both groups, questions between meetings are best answered via contact with the designated liaison of both the charity and the North American Brewers Association. The liaison has accepted that position understanding that quick and accurate responses, as the designated point of contact, are essential to smoothness and efficiency in all phases of beer fest planning. Procedures on the operation and conduct of the beer festival are available in the North American Brewers Association policies.

During the planning phase the charity is encouraged to assist in the process of inviting breweries to the fest. **It must be understood that without the generous support and contributions of brewers, distributors, volunteers, and sponsoring businesses, the festival would not be possible. In one manner or another, they are the main source of all funds derived from the beer fest.** To that end, the North American Brewers Association asks for creative initiatives, on the part of the charity, demonstrating of appreciation of these people that make it all possible. **Examples may include but are not limited to:** providing attentive and adequate food service during set up\load in and breakdown\load out - providing brewers with commemorative hats - providing tent captains with tee shirts at no charge, or at cost, - providing volunteers with tee shirts, or at cost - and any other means of expressing appreciation for all the hard work these associated groups provide.

Staff Members of the selected charity are expected to be 'on-site' during the entire set-up on Friday. They will also be 'on-site' from the designated time of load-in on Saturday morning until the end of load out on Saturday night. Furthermore, the charity is expected to provide

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a **minimum** volunteer force of the following size during the fest: for Friday set up (15), Saturday morning load in (20), Festival operations Saturday 11am to 5pm (20), Saturday evening breakdown and load out (20), and Sunday 10am cleanup of site (10).

Following the event, the charity has several continued obligations to fulfill. The charity is expected to actively provide written thank you notes to brewers, distributors, donors, and the volunteer staff members that make the event a success. Key members of the charity staff shall provide feedback and suggestions to improve the event in future years. Open bills and other obligations must be closed out with the same sense of urgency with which the fest itself was approached.

After all these commitments have been successfully completed, the North American Brewers Association will close out the books, calculate the payout to the charity (based upon the formula provided in the RFP) and make a contribution of that amount to the charity. Any funds not earned by the charity will be set aside for administration of the next year's festival or donated to another 501.c.3 charity.

Application and Selection criteria for determining

Non-profit to benefit from

Mountain Brewers Beer Festival

NOTE: Answer each criterion with a detailed explanation. If additional room is needed attach sheets to this form, number them as attachments, and reference the attachment. Return completed application to Idaho Brewing Company 601 W. 19th St. Idaho Fall, ID (phone 529-0308) no later than 5pm - February 1, 2000.

Name of Non-profit organization applying _____

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Designated contact person (name, phone, address, email)

1. Please specify the name, nature of the organization, and tax code status.
2. How and where will proceeds of the festival be directed? (I.e. locally, regionally? please provide details.)
3. What type of volunteer support will be provided to run the festival? (Tent set up late Friday afternoon and breakdown **and load out** on Saturday evening.) Specify how many of your members/volunteers will provide assistance to the festival's core staff of volunteers. A **minimum** volunteer force consists of the following size during the fest: for Friday set up - (15), Saturday morning load in - (20), Festival operations Saturday 11am to 5pm - (20), Saturday evening breakdown and load out - (20), and Sunday 10am cleanup of site - (10).
4. List the manner in which your organization will assist with promotion of the Event. List contacts your organization has already established. (Egg. Newspapers, radio station call letters and station number, or TV station Number.)
5. Can your organization pay the deposits on the tents, tables, and other

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logistical items needed? Explain how this would work procedurally.

6. What does your organization propose to provide as a thank you to the core staff of volunteers (members of the local beer club). In the past the beer fest Committee has secured food donations from various grocery stores and provided a cookout after both set up and breakdown. Would you propose to continue this? How would you support it? Is there anything else you would propose to do for the volunteers? (For example, provide them Festival Tee shirts at cost)

7. A significant form of fund raising inside the festival is the silent auction and bucket raffle. The beer fest committee has contacts to provide a significant number of items for these. What will your staff do to augment these with other donations for the raffle and silent auction? Please provide some detail on what you have been able to secure in the way of goods and service donations in the past.

Additional information regarding this form can be obtained by contacting a committee member through Idaho Brewing Company\Dr. Hops at 529 0308 and ask for information on the beer fest

NOTE: Winning bid will be expected to comply with the terms of their bid. Failure to do so shall affect total of funds distributed to the selected charity.

A checklist of jobs assumed by the selected charity include the following on the attached sheet:

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Mountain Brewers Beer Fest 2000

C/O DUE

JOB\ITEM

C/O	DUE	JOB\ITEM
		<u>Raffle\ Silent Auction</u>
		Secure Donations from Area Businesses (in progress Approx 30 major as of 5/9)
		Sign up raffle sellers
		Volunteers to set up and staff booth (With Orientation meetings)
		Hold winning items not claimed that day
		<u>Set up & Breakdown</u>
		Food, etc. on Friday for volunteers at set up
		Same for Sat evening breakdown.... (This includes plates, napkins, cups, and soft drinks) (Brewery will supply beer.) Saturday Morning - coffee & soft drinks
		<u>Advertising</u>
		Coordinate Press releases with chair of committee
		TV coverage at competition (Friday evening before fest)
		Radio call-in ticket giveaways (4 or more stations secured)
		Generate TV PSA for ads (Channel 3 did this in 1999 and supplied version Without logos to channels 6, 8 and TCI) Secure TV coverage
		Mail posters to out-of-town locations (brewers, etc.)
		<u>Post Event</u>
		Attend critique (post event)
		Acknowledgements and thank you's to brewers and other donors mailed by July 1st
		Post event publicity for NABA by July 1st

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