



# BEAVER ISLAND BREWING CO. TENDING FOR A CAUSE

## ABOUT

Our passion isn't just beer, it's also our community. Every Wednesday from 5:00-7:00 PM, the taproom hosts Tending for a Cause. It's our way of giving back to the community that has supported us so much. *\$1 from each pint sale, \$3 from each growler sale, and all tips earned between 5:00 and 7:00 PM are donated to local nonprofits.*

We may be the home of Tending for a Cause, but the true heroes are the nonprofit organizations who work to make our community better. We wouldn't be us without a you.

*To book your own Tending for a Cause event, email [hollie@beaverislandbrew.com](mailto:hollie@beaverislandbrew.com).* Before you start planning your event, please read through the information below.

## PLAN AND PREPARE

- **BOOKING**
  - Your organization must be registered with the state of Minnesota as a nonprofit and located within 30 miles of St. Cloud.
  - Accepted organizations are at the sole discretion of Beaver Island Brewing Company.
  - Dates are scheduled on a first-come, first-served basis.
- **ADVERTISING**
  - **SOCIAL MEDIA:** Create a Facebook event at least 1 month in advance and [add us as a co-host](#) through your

business/organization's page. If you do not have one, we can create the Facebook event through our page. If you'd like to create the event through your personal Facebook page, please note that Facebook does not allow personal pages to add businesses/organization pages as event co-hosts and vice versa. Be sure to email a link to the event to [sydney@beaverislandbrew.com](mailto:sydney@beaverislandbrew.com) so we can share it.

- Feel free to contact Sydney with any social media questions!
- **PRINT:** Create awareness through posters, flyers, postcards, etc.
- **ONLINE:** Utilize email, your organization's website, and all social media platforms.
- **OUR LOGO:** When creating advertisements for the event, please include one of the logos provided at [beaverislandbrew.com/tending](http://beaverislandbrew.com/tending).
  - [Canva.com](http://Canva.com) is a free design tool you can use to create your Facebook event cover photo and any other marketing materials. Need a little inspiration? Head to our [Facebook page](#) to see cover images from upcoming and past events.
  - If you need assistance with creating marketing materials for your event, please email [sydney@beaverislandbrew.com](mailto:sydney@beaverislandbrew.com).
- **HOSTING**
  - **BRANDING:** On the day of your event, we recommend bringing along any banners or posters you have and wearing apparel with your logo.
  - **ARRIVAL:** Please arrive at the taproom 30 minutes in advance to allow enough time for set-up and beertender training.
  - **BEERTENDERS:** Find 2 volunteers to be your "celebrity beertenders". Bartending experience is helpful but not necessary! We will train them and be there to help behind the bar throughout your event.
  - **INFORMATION:** Place materials such as pamphlets, flyers, or postcards that introduce and explain your organization throughout the taproom.
- **OTHER**
  - **FOOD:** Serving food is a great way to make your event more successful! We can provide an 8' table and a black tablecloth, or you may bring your own. You or your caterer must supply plates, utensils, napkins, etc.

- Please note, any food brought in to be served must be from a restaurant, store-bought, or made by an individual with a catering license.
  - **MUSIC:** Know any musicians that would like to provide some entertainment for your event? We have an 8' x 8' space for a maximum of 3 performers. Acoustic or house sound only; you may bring a mixer, but no speakers. Please consult with our staff before setting up.
  - **OTHER ENTERTAINMENT:** Get creative! Bring in a bigger crowd by planning fun games and activities for customers to take part in during your event.
- Tending for a Cause takes place regardless of rain, shine, snow, or cold.
  - Donation checks are mailed within 6-8 weeks via USPS. Holidays may extend this time. Please provide your official nonprofit name and address when you schedule with us.
  - Your success is our success; questions are welcome at any time. Email [hollie@beaverislandbrew.com](mailto:hollie@beaverislandbrew.com) for assistance.

**THANK YOU!**