

Arcadia Brewing Co.

BRITISH INSPIRED  MICHIGAN BREWED

Celebrity Guest Bartender Participation Guidelines

Marketing: Social Media, Newsletter, Print Materials, etc.

Arcadia will provide digital media ready for posting and print at least 1 month prior to the event. Materials can be provided earlier upon request.

- Arcadia marketing commitments:
 - The event will be posted on Facebook and arcadiaales.com with information about the benefiting organization and the Celebrity Guest Bartender mission.
 - Informational posters will be posted in taverns 1 month prior to the event.

The benefiting organization must promote their Celebrity Guest Bartender event on any and all available platforms starting at least 1 month prior to the event.

Participation: Day-Of Requirements 6-9pm

- Educational materials about the organization (brochures, pamphlets, audio/visual, etc.) to be displayed at Arcadia at the start of the event (6pm) and available until the end of the event (9pm).
- Volunteers, staff or board members must arrive 30 minutes prior to the event to do a quick training about bar management.
 - You can choose either two representatives that work within your organization, or other community “celebrities” (ex: the mayor, an athlete, a teacher, etc.).
- Presence is required throughout the entire event.
 - Greater success has been proven by benefiting organizations hosting events at the respective Arcadia Ales location in tandem with the Celebrity Guest Bartender events resulting in greater public participation and in turn, increased donation profit.

Donation Remittance

All tips collected at the end of the event are for the organization to take.