

Arcadia Brewing Co.

BRITISH INSPIRED  MICHIGAN BREWED

Drink One Down for Your Town 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:
 - Event will be posted on Facebook and www.arcadiaales.com with information about the benefitting organization and the Drink One Down mission
 - Informational posters will be posted in taverns 1 month prior to the event.
- The benefitting organization must promote their Drink One Down event on any and all available platforms starting at least 1 month prior to the event.

Participation: day of requirements

- Educational materials about organization (brochures, pamphlets, audio/visual, etc.) to be displayed at Arcadia at start of day (11am) and available until end of day (10pm).
- Volunteers, staff or board members must be present to provide information about the organization, its mission and how it will benefit from the Drink One Down event.
 - It is encouraged that a representative be present through the entire course of the day. *Presence is required during "Happy Hour" (4-6pm).*
 - Greater success has been proven by benefitting organizations hosting events at the respective Arcadia Ales location in tandem with the Drink One Down event, resulting in greater public participation and in turn, increased donation profit.

Donation Remittance

- After the Drink One Down day total tap sales will be tallied and a 50% matching donation will be made to the organization
- Arcadia Ales will supply donation funds within 60 days after the event.