



WHAT IS HOPS FOR HOPE?

It's the perfect opportunity to mix corporate social responsibility, employee engagement, and local beer! H4H pairs corporate teams with local breweries to create an original beer and raise money for a great cause. On September 22nd, 2018, teams and breweries will showcase their brews to more than 900 attendees at the Raleigh Beer Garden in an epic tasting event and beer competition.

All proceeds from the event and team fundraising directly benefit Children's Flight of Hope, a 501(c)(3) nonprofit that provides air transportation for children to access medical care. Last year's event brought together 25 teams and breweries to raise more than \$70,000 for CFOH.

HOW IT WORKS

Hops for Hope pairs each team with one of the area's best breweries to come up with a unique beer. Teams members and the brewery collaborate on the concept and flavors, and you take care of the brewing. This year you are not required to produce a cask, but please bring at least 11 gallons to the event. You can customize an existing recipe or make something brand new.

The team will fundraise for CFOH leading up to the event, and awards like Critics' Choice and People's Choice are up for grabs.

BREWERY COMMITMENT

Participating breweries are expected to work with their assigned team to create the recipe, brew the beer, deliver it to the venue on event day, and provide at least one representative to serve the product at the event. Breweries are not required to directly help fundraise or solicit donations on behalf of their assigned team.

Fill out the official brewery commitment form online at www.trianglehops4hope.org/breweries.

CFOH will reimburse you \$75 at the event to cover the cost of cask supplies. Participating breweries will be listed on the website and in marketing materials, and many teams drive business to their assigned breweries by hosting events and meetings.

Participating in H4H also provides the opportunity to align your organization with a national brand that is changing the lives of sick children. What could be better than that?

ABOUT CHILDREN'S FLIGHT OF HOPE

Children's Flight of Hope provides air transportation for children to access specialized medical care. Headquartered in Morrisville, NC, they serve families around the world. Visit www.cfoh.org to learn more.



QUESTIONS?

Contact CFOH's
Chase McBride at
chase@cfoh.org
or 919.466.8593.

SPRING: FIRST STEPS

- Fill out the official brewery commitment form on the event website: www.trianglehops4hope.org/breweries.
- Team are signing up in March & April and submit their preferences for brewery pairing. We will let you know when you have been matched with a team.

SUMMER: LEADING UP TO THE EVENT

- Meet with your assigned team to come up with the BEST. BEER. EVER. Your team's imagination is the only limitation, and your brewery expertise will make sure it tastes great.
- Your assigned corporate team will develop a strategy to raise money for CFOH. They might start a social media campaign, host events at your brewery, or have competitions within their office. Each team will have a fundraising page on the H4H website to make things easy. The team that raises the most money for CFOH takes home the Top Fundraising team award, so feel free to get involved!
- Support H4H further by selling tickets and publicizing the event on social media. Trust us, you're going to want everyone you know to taste your amazing beer - and vote for it to win the People's Choice award! Be sure to tag @Hops4Hope and @ChildrensFlightofHope.

SEPTEMBER 22, 2018: EVENT DAY

- Roll deep with your team to Hops for Hope at the Raleigh Beer Garden. Show off your team pride, impress the judges, and scope out the competition while enjoying great brews.
- Celebrate your hard work and have fun at an awesome beer event!

SEPTEMBER 22, 2018
RALEIGH BEER GARDEN