



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 19, 2020, teams and breweries will showcase their brews to more than 1,500 attendees at North Hills Midtown Park in an epic tasting event and beer competition. We'll have live music, food trucks, and a vendor village to add to the fun.

All proceeds from the event directly benefit Children's Flight of Hope, a 501(c)(3) nonprofit that provides air transportation for children in need of specialized medical care. Last year's event brought together 26 teams and 24 breweries to raise more than \$175,000 for CFOH.

HOW IT WORKS

Each team is 10 people of your choosing. We'll pair you with one of the area's best breweries to create a custom beer and provide you with your own fundraising website to accept donations and track your results. Early fundraising competitions are held throughout the summer to motivate your team, and on event day the main beer awards are given out: People's Choice, Critics' Choice, Brewer's Choice, and Top Fundraising Team.

Register online and pay the \$350 team entry fee at www.trianglehops4hope.org to get started.

BENEFITS TO YOU

Hops for Hope is a great team-building opportunity. Employees get to engage in a little friendly competition with other top companies, build a relationship with a brewery, and have fun creating their own beer, all to raise money for a great cause! There are also some great prizes up for grabs.

Participating in Hops for Hope 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?

In addition to designing your own beer with a brewery, and access to the best beer event in the Triangle, teams also get a great swag package. Your entry fee covers 10 team members and includes T-shirts, beer glasses, the cost of your beer, and tickets to Hops for Hope. Additional teammates can be added at any time for \$35 each.

ABOUT CHILDREN'S FLIGHT OF HOPE

Children's Flight of Hope (CFOH) provides air transportation for children in need of specialized medical care. Headquartered in Morrisville, North Carolina, CFOH serves families around the world. In 2018, CFOH provided 987 flights serving 308 children suffering from various forms of cancer, congenital heart defects, rare diseases and many other conditions. Visit www.cfoh.org to learn more.



EVENT TIMELINE

QUESTIONS?

Contact Lori Smith
at lori@cfoh.org or
919.466.8593.

SPRING: FIRST STEPS

1. Register and pay the \$350 entry fee at www.trianglehops4hope.org. Returning teams can register starting March 1, 2020. New team registration will open on April 1.
2. Appoint a captain and co-captain, and recruit eight other team members. You can add extra team members online at any time for \$35/each.
3. Get your creative juices flowing and think of an awesome team name.
4. Once all the breweries are signed up, we'll do our best to match you with your brewery preferences, but sign up early for the best chance to get your top choice!

SUMMER: LEADING UP TO THE EVENT

5. Meet with your team and brewery to come up with the BEST. BEER. EVER. Your brewery will let you know the best options, whether it's customizing an existing recipe, or creating something brand new.
6. Develop a strategy to raise money for Children's Flight of Hope. You can drum up support from your office, host fundraisers at your brewery, or come up with your own ideas! Your team will have its own fundraising page on the H4H website to make things easy. The team that raises the most money for CFOH takes home the Top Fundraiser award, and there will be early mini competitions with fun prizes. CFOH will provide a fundraising toolkit with ideas, CFOH client stories, images, videos and social media posts to help you be successful.
7. Support H4H further by selling \$30 tickets and publicizing the event on social media. Trust us, you're going to want everyone you know to taste your amazing brew - and vote for it to win the coveted People's Choice award! Be sure to tag [@Hops4Hope](https://twitter.com/Hops4Hope) and [@ChildrensFlightofHope](https://twitter.com/ChildrensFlightofHope).

SEPTEMBER 19, 2020: EVENT DAY

8. Roll deep with your team to H4H at North Hills Midtown Park. Setup time will be held from 1:00-2:00 pm. Breweries and teams will work together to set up and decorate a 10x10 tent (preferably provided by the brewery). Gates will open to the public at 2:30. Show off your team pride, impress the judges, and scope out the competition while enjoying everyone's beer. Team fundraising for CFOH will also be going on all day, so the Top Fundraising award will still be up for grabs.
9. Celebrate your hard work and have fun at an awesome best beer event!

SEPTEMBER 19, 2020

North Hills Midtown Park, 2:30-6:00 pm