



## 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

Hops for Hope pairs each team with one of the area's best breweries to create a unique beer. Ten team members and the brewery collaborate on the concept and flavors, and you take care of the brewing. You can customize an existing recipe or make something brand new! We anticipate 1,500-2,000 attendees this year, so breweries need to provide enough beer for the 4 oz. tasting glasses (unlimited) we'll provide to ticketed guests. This year we're asking each brewery to provide two half-barrel kegs- CFOH will purchase one of them. The corporate team you're matched with will fundraise for CFOH leading up to the event. Awards like Critics' Choice, Brewers' Choice, and People's Choice are up for grabs, along with Best Beer Name, Most Creative, & Best Team Spirit.

## BREWERY COMMITMENT

Participating breweries are expected to work with their assigned team to create the recipe, brew the beer, deliver it to the venue and set up on event day. Breweries should work with their teams to set up their brewery- or team-provided tent. We ask that breweries 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](http://www.trianglehops4hope.org/breweries).

Participating breweries will be featured on the event website and in marketing materials, and many teams drive business to their partner breweries by hosting events and meetings. Each "Choice" award winning team will receive a \$250 gift card from CFOH to the winning partner brewery!

Participating in H4H also provides the opportunity to align your business with a locally-based but nationally known nonprofit, Children's Flight of Hope, 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 (CFOH) provides air transportation for children in need of specialized medical care. Headquartered in Morrisville, North Carolina, CFOH serves families around the world. In 2019, CFOH provided 1,336 flights serving 350 children suffering from various forms of cancer, congenital heart defects, rare diseases and many other conditions. Visit [www.childrensflightofhope.org](http://www.childrensflightofhope.org) to learn more.



## QUESTIONS?

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### SPRING: FIRST STEPS

- Fill out the official brewery commitment form on the event website: [www.trianglehops4hope.org/breweries](http://www.trianglehops4hope.org/breweries).
- Teams sign up in March & April and submit their top three preferences for brewery pairing. We will announce the brewery-team pairings at a fun Kickoff Party on May 21 (tentative), from 6-8 pm at a local brewery. A brewery representative is encouraged to attend to meet his or her team members.

### 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 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 19, 2020: EVENT DAY

- Roll deep with your team to Hops for Hope at North Hills Midtown Park. Show off your brand by setting up your 10x10 tent and displaying your brewery and team swag.
- Celebrate your teamwork, impress the judges, and scope out the competition while enjoying great brews!

**SEPTEMBER 19, 2020**  
**NORTH HILLS MIDTOWN PARK**