Organizing a Successful Craft Beer Fundraising Event

#PACC18
How We Did IT -
Organizing a Successful Craft Beer Fundraising Event

- Options for structuring the event
  - PAC partners with a local sponsor for an off-premises event
    - Easiest to produce and manage
    - Lowest potential return
  - PAC partners with Illinois Craft Brewers Guild (illinoisbeer.org)
    - They manage the event at your park
    - Fixed return for use of the facility
    - Oversaturation of beer festivals could limit their interest
  - PAC secures own license and permit and operates the event
    - Greatest potential return
    - Easier to customize for local community
    - Greatest amount of work
    - Greatest amount of financial risk
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CPD, City & State Permit Requirements

- 501(c)3 not-for-profit federal tax status
- Park District permit application & fee
- DCASE permit application & fee
- Supportive letter from local Police Commander
- Supportive letter from local Alderman
- Insurance rider for dram shop insurance ($2M)
- Liquor permit from state Liquor Control Board
- IL Dept of Revenue tax ID number or tax exempt letter
- Secure fenced location
- Security and emergency services plan
- Sanitation trash removal plan
- Partnership letter from host park
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Keys to a Fun & Successful Event

- Thoroughly research the alternatives for structuring (& be realistic)
- Engage the local community & park officials for interest and input
- Provide a realistic budget & risk assessment to your PAC
- Assemble a dedicated subcommittee to organize the event
  - Permit acquisition
  - Brewery recruitment
  - Graphics, signage and flyers
  - Volunteer recruitment and management
  - Social media and community outreach
  - Equipment and logistics
- Incorporate best practices for ticketing and money management
- Have a back-up plan for a rainout and other emergencies
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To the neighbors, friends, volunteers, and sponsors who came out to support our first Craft Beer fundraiser, a deep and heartfelt thank you...

You really saved our ash!

Over $8,000 raised for sustainability initiatives including:
- The continued preservation of our 65 endangered ash trees
- The last stand of healthy ash left in the entire Chicago park system

The HornerFest Committee of the Horner Park Advisory Council

Save the Date: July 13, 2018 for the Second Annual Craft Brew Festival at HornerFest
Horner Park, Chicago IL 60618 • http://hornerfest.org
Additional Questions?

Drop a note in the question box on the way out!

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