



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



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

*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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