



PARTICIPATION DETAILS

Your Part

1. The organization must be present on the night of your scheduled Raise A Pint Night event. You must have an informative display to showcase at the brewery during the event.
2. Promote event with a flyer via email, social platforms and other appropriate channels.
3. Create a Facebook event one month prior to your event and invite Sky High Brewing to co-host the event. We ask that at you post (as a minimum) one week before the event and then again 1 day before the event to remind followers to come. Tag Sky High Brewing in your post using **@SkyHighBrewing** and use the hashtag **#SkyHighBrewing** in your post.
4. Send a mass email throughout your organization and affiliated network 1 week in advance.
5. Day of event—Set up your informative display and be ready to go at 4^{pm}. Staff table until 7^{pm}. Bring your own table.
6. We want your event to be an overwhelming success and we will help you where we can. However, we expect you to do the leg work and get lots of folks in the door.

Tips to Help Your Event Succeed

- We will provide you with artwork for a flyer, Facebook event banner and Instagram that you can modify to include your logo and details of your event.
- Use Raise A Pint Night to help promote upcoming events at your organization.
- Raffles are a good idea to help your organization raise even more money. They are acceptable as long as our patrons are not directly solicited. Customers should approach you.
- Interactive exhibits are a great idea. Take advantage of the visibility and the opportunity to appeal to a different demographic.
- We encourage you to be creative with your event.

Raising Money

Sky High Brewing will donate \$1 for every pint sold and \$2 for every shirt/hat sold from 4^{pm} to closing on the night of the event

