



Kin Canada
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Fundraising Project Library



Beer Tasting

General Description:

Going out for a beer is best when you do so in good company, why not do so for a good cause as well. Whether sampling for the first time or taking this as an opportunity to try a new brew this is a great event to bring people together and try something outside of their typical beverage of choice. To host a beer tasting event you can; hire a caterer at a third party venue or rent out a bar or restaurant for the event. If there is a local brewery in town team up with them it is a great opportunity for them to have people sample new recipes. If there isn't a brewery close by using the help of a caterer, bar, restaurant, or maybe an expert in your club you will be able to come up with a great sampling menu. To step things up a notch try pairing the samples with food. Food will probably be a requirement for the liquor permit.

Resources Required:

- ◆ Volunteers to help sell tickets, promote the event, ask for ID, provide security and secure a venue and pricing
- ◆ A host site
- ◆ Tickets
- ◆ Cash box and float if you are going to sell tickets at the door
- ◆ Prizes if desired
- ◆ Banners and posters
- ◆ Decorations if desired
- ◆ Certificate of appreciation for the owner is a great way to recognize their support
- ◆ Volunteers or staff who are certified to serve alcohol
- ◆ A liquor license if required
- ◆ Permit will be required
- ◆ Unique beers to sample

Pre-Event Activities:



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- Contact National to verify coverage
- Obtain a certificate of insurance from the National office if required
- Recruit volunteers
- Secure venue and staffing or volunteers for the event
- Solicit prizes if desired
- Create a sampling menu, with food pairings if desired
- Meet with the venue and servers/volunteers to go over the menu so everyone knows what will be served event day.
- Promote event, via Facebook, website, Twitter, media outlets and word of mouth.
- Recruit a band or DJ if desired & obtain a certificate of insurance from them naming the club as an additional insured.
- Sell tickets
- Select an MC
- **Book a beer expert for seminars**

Event Activities:

- Have a quick meeting before the start of the event to review menu and event schedule
- Have volunteers at the entrance to take and/or sell tickets
- Have the emcee welcome guest and let them know about the cause they are supporting
- Mingle with guests, thank them for their participation and supporting your cause
- Take care of any duties your club is responsible for as pre determined with the venue owner
- Conduct draws and giveaways
- Present the owner with their certificate of appreciation and thank guests for attending

Post Event Activities:

- Clean up site and take down any decorations
- Let everyone know how your event went by filling out the post event reporting form on the Kin Canada website
- Take cash to the bank or store in a safe place
- Return any borrowed items
- Send thank-you letters
- Organize media follow up by sending out press releases
- Review the event and make note of any changes for next time or things that worked really well

Tips for Success:

- ◆ Start the planning early, you will need to secure a venue as well as sample well in advance so that you have time to work out the details.
- ◆ Try beer samples that are new or unique so that attendees feel like they are getting something new out of the experience.

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- ◆ Take the time to do some research if you are pairing with food so that the tastes compliment each other. Here is a great pairing chart from the Brewers Association: <http://www.craftbeer.com/attachments/0000/0533/beerandfood.pdf>