**Beer of the Month Letter of Intent:**

Dual Citizen is a community-focused brewhouse with inspired, modern takes on classically styled beers. All with a focus on celebrating community and developing partnerships with community members and organizations to make meaningful changes and impacts. At Dual Citizen we take our commitment to the community seriously. Dual Purpose is one way we connect to our communities and provide resources to assist partners in continuing the good work they are doing in the community.  Dual Purpose provides opportunities for non-profit organizations to establish a long-term partnership with Dual Citizen Brewing Company.

**The Dual Purpose Program Partnership Offer:**

* Beer of the Month: 1$ per featured beer goes to our partner. Every day for a month. Our staff will push this and inform the public where the money is going and who our partner is.
* Community Keg of the week: Weekly donation of $1 a pint sold of a chosen infusion keg. Once this keg is gone for the week, it is gone. We will have a new infusion and a new keg designated the following week.
* We will provide an opportunity for cross-collaboration and involvement between both parties, and for community members to get know our partnering organization so they can be involved in local charitable events.
* Planning and executing partnership events with focus on one or more large fundraisers during designated month.
* You will work jointly with our Events and Marketing Coordinators to promote our partnership and fundraising events. And, we will work internally with our Taproom Manager and staff to push our collaboration beer of the month/week.
* We will provide space in our beautiful state of the art taproom to be used for events/tabling/happy hours/fundraisers and the opportunity to sell organizations' merchandise during tabling.
* The chance to do a *Brewery Tour*and learn the art, science and the functions of the equipment we use from our Head Brewer Bradley Zimmerman.
* On-going brand presence in our brewery and continued opportunities to connect with the community through our annual celebrations and events.
* The Community Table in our taproom will display your banner and will give you the presence to feature your organization's mission, flyers, banners and whatever else you can provide, even if we are not having an active event in the taproom - the community will get the chance to learn about you.

**Objectives**

* Connect with the larger community
* Provide space and resources for individual community members and organizations to reach the larger community and meet their goals
* Use joint resources to promote DCBC and partners
* Drive Sales – promoting our partnership

Joining Dual Purpose partnership is a long-term commitment to our goal and mission of amplifying the voices and the works done by individual community members and organizations. Beer of the Month donation program is just one piece of the commitment to a mutually long-term partnership.

**Partnership expectations:**

1. Be an active 501c3 local community organization (Exceptions: Individual community organizers.
2. Have a mission focused on community engagement, housing, health or education.
3. Commit to hosting at least two events at and in partnership with Dual Citizen Brewery space
4. Provide volunteers for tabling during designated month and at any future partnerships.
5. Agree to use of organization’s name and logo to promote Dual Purpose and individual partnership events.  Use may include, print advertising, social media posting, in house event posting and other direct promotion deemed appropriate for the partnership.

**DCBC will provide:**

* Beer of the month- donation
* Community Keg of the week
* No rental fee for events - EVER
* Event planning and Marketing expertise and shared marketing of events
* On-going brand presence in the brewery
* Opportunity to connect with the community through our annual Blocktoberfest and other community related celebrations and events

Collaborating individual community members and organizations are encouraged to provide suggestions for additional support and collaboration ideas.

**Minimum Award**

A minimum award of $1500 from Dual Citizen Brewing Company to the partnership organization will be earned through a $1 donation from selected beer of the month during partners designated month and other direct donation to partners annual fundraising drive. In addition, partners receive free event space at Dual Citizen Brewery for any events scheduled during the year along with access to DCBC Event and Marketing Coordinators.

**What is an event?**

Each event must have at least attendees, be used for the purpose of organizational community awareness or donation/membership enhancement. All the events held should be open to the public and held during the designated Beer of the Month window. Events will be actively promoted by the partnership organization and Dual Citizen Brewing and Dual Purpose.

By signing this LOI you are agreeing to the terms set forth and will participate to your fullest capacity.

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Organization Name Date

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Authorized Signature                                                       EIN

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Contact email 501c(3) ID