What is Hops for Hope?

Hops for Hope is a unique way for restaurants, breweries, and bars to engage with Van Andel Institute’s outreach program, Purple Community. 100% of proceeds from the program benefit cancer, Parkinson’s, Alzheimer’s, and other neurodegenerative disease research at Van Andel Institute.

Who Can Get Involved?

Any restaurant, brewery, or bar that has a passion for finding a cure!

How Does the Program Work?

Each participating location selects a beer (or multiple beers) on tap to be the “give back” beer. For each pint of “give back” beer sold, the participating location will donate $1.00 to support cancer, Parkinson’s, Alzheimer’s and other neurodegenerative disease research at Van Andel Institute.

When does Hops for Hope begin?

The program will run yearly with the kick off month being September. Locations can select which month(s) they would like to participate!

What will Purple Community Provide?

- Purple Community will provide each location with an information packet with the following:
  - Program Outline
  - Rack Card
  - Van Andel Institute Information
  - Payment Information
- Purple Community will provide digital versions of promotional signage with “give back” beer listed.
- Purple Community will provide bracelets to be sold for $1.00.
- Purple Community will provide paper dye cuts which can be sold for a donation or signed when a “give back” beer is sold.
- Purple Community will provide Hops for Hope shirts for staff at cost upon request.
What are the Expectations?

Purple Community responsibilities include:

• Purple Community is responsible for a minimum of 3 CHECK-INS with each location’s contact (in the form of a phone call, on site visit, email, or a combination of the three).

• Purple Community will follow up with breweries no later than ONE WEEK after the event to collect any leftover materials and receive a final total.

• Purple Community will promote your participation via social media and our monthly e-newsletter. If you participate during the September campaign, you will also be included in our media advisory.

Your responsibilities include:

• Each location is responsible for tracking the number of pints of each “give back” beer sold.

• Each location is responsible for mailing a check to Van Andel Institute in the prepaid envelope provided.

• If you are a brewery and would like to engage with various restaurants and bars that you currently distribute to, we are happy to work with you on logistics and details for this as well.

Want to go above and beyond?

• Create co-branded pint glasses and/or growlers! If your location is interested in selling co-branded growlers and/or pint glasses, we have worked with Beer City Glass and MARKIT but you may work with a vendor of your choice:

  Beer City Glass
  3352 Lousma Dr. SE, Suite 403
  Wyoming, MI 49548
  jackieL@beercityglass.com
  616-293-6446

  Heather Grimes
  MarkltMerchandise.com
  GrandRapidsStore.com
  heather@markitmerchandise.com
  616-4587881

• Sell Hops for Hope shirts! If your location is interested in selling Hops for Hope shirts, you may place an order directly with our vendor MARKIT. If your location is interested in designing your own shirt you may do so as well. Please use the contact ‘Heather Grimes’ listed above. Any promotional items that include PC or VAI’s logos must be approved by the PC and Communication team prior to production/publication.
Want to go above and beyond continued . . .

• **Brew a special beer!** Some breweries may choose to brew a special “give back” beer for the promotion that is only offered during that month. This is a great way to attract even more people into your location and get them excited about **Hops for Hope**.

• **Partner with BEHIND THE MITTEN**, a show about beer, wine, food and the people, places, and events that make Michigan such an awesome place to live and explore.

• Co-Hosts John Gonzales and Amy Sherman take listeners along to experience the tastes, flavors, and stories behind some of the coolest places in across our mitten state.

• For each location that invests with **BEHIND THE MITTEN** in addition to their **Hops for Hope** partnership, **BEHIND THE MITTEN** will give $500 towards the cause!

• There are several benefits of investing with **BEHIND THE MITTEN**. If your location is interested learning more about this opportunity, please connect with Marty Booher.

  Marty Booher  
  Director at Michigan Media Network  
  Marty.booher@gmail.com  
  616-291-5834

• **Have dining at your location?** Donate a percentage of food sales from a single day, week, or the entire month. You can even select a few menu items to be give back items. Get creative with this point, the options are endless!

**Have questions? Want to get involved?**

Please contact our Purple Community Program Coordinator, **Hannah Acosta** with any further questions or for more information on the program.

**Hannah Acosta**  
Program Coordinator I  
Work: 616-234-5598  
Cell: 616-802-7971  
Email: Hannah.Acosta@vai.org