



Hops for Hope

PROGRAM OUTLINE

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, 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, and other neurodegenerative disease research at Van Andel Institute. If there is a disease you are particularly passionate about you can opt to give specifically to that fund.

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:
 - Promotional Materials (POS inserts [upon request], Posters, and generic Hops for Hope table tents)
 - Program Outline
 - Purple Community (PC) & Van Andel Institute (VAI) Information
 - Payment Information for sending gifts to VAI when your event is done
- Purple Community will provide digital versions of promotional signage with "give back" beer listed.
- Purple Community will provide a current merchandise list for you to select from if you wish to sell our merchandise at your location.
- Purple Community will provide **Hops for Hope** shirts for staff **AT COST** upon request.



Hops for Hope

What are the EXPECTATIONS?

Purple Community's Commitment to YOU:

- 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, our e-newsletter and our website.

Your Commitment to PURPLE COMMUNITY:

- 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. Checks can be made payable to VAN ANDEL INSTITUTE and mailed to:
Van Andel Institute
Attn: Purple Community
333 Bostwick Ave NE
Grand Rapids, MI 49503
- Each location is responsible for **promoting** Hops for Hope using the materials provided, social media, their website or a combination of the three.

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
2430 Turner Ave NW
Grand Rapids, MI 49544
heather@markitmerchandise.com
616-458-7881

- **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**. Please use the contact 'Heather Grimes' listed above. If your location is interested in designing your own shirt you may do so as well.
***Any promotional items that include PC or VAI's logos must be approved by the Purple Community team prior to production/publication.**



Hops *for* Hope

What are the **EXPECTATIONS?**

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**.
- **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, the options are endless!
- 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.
- **Does your business have a golf outing or other staff/community gathering?** We have several businesses who have a charity component to their company golf outings and other gatherings. Tapistry Brewing (Bridgman, MI) is an example of a partner who serves as a Hops for Hope location AND has selected Van Andel Institute as the charity partner for their annual golf outing!

Have questions? Want to get involved?

Please contact our Purple Community Senior Event Coordinator, **Ashley Owen** with any further questions or for more information on the program.

Ashley Owen

Purple Community Senior Event Coordinator

Work: 616-234-5390

Cell: 616-890-2626

Email: Ashley.Owen@vai.org