



2021 ANNOUNCEMENT OF FUNDING OPPORTUNITY

DIVERSITY & INCLUSION EVENT GRANTS PROGRAM

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PROGRAM DESCRIPTION

The Brewers Association is proud to fund event grants in support of local and regional events that thoughtfully and intentionally promote and foster a more diverse, equitable, and inclusive craft beer community. The Brewers Association Philanthropy and Outreach Subcommittee invites proposals from individuals and organizations who are planning virtual, in-person, or hybrid events that will take place in 2021.



2019 Hop Forward Fair in Boston, Mass. (Photo courtesy of Mass Bay Brewing Company)

FUNDING PRIORITIES

Funding priorities for the Diversity & Inclusion Event Grants program are for events that work to create a more inclusive and diverse craft brewing community for brewers, industry partners, and beer lovers everywhere.

STRATEGIC GOALS

1. Increasing access to and responsible appreciation of craft beer for underrepresented populations and those who have experienced barriers to access to the broader craft brewing community.
2. Promoting employment and ownership opportunities in the craft brewing community for members of underrepresented populations and those in the craft brewing community who have experienced barriers to access and advancement.
3. Events that celebrate the diversity of the craft brewing community and increase the visibility of underrepresented groups and experiences.
4. Events that increase the cultural competence and increase the adoption of diversity, equity, and inclusion best practices among members of the broader craft brewing community.
5. Events that leverage the strengths of the craft brewing community to fight injustice, eliminate disparities, and provide solutions to an array of challenges that impact those who produce and enjoy craft beer.

2021 PROGRAM GUIDELINES

BUDGET YEAR

The budget year for the 2021 Diversity & Inclusion Event Grant cycle is abbreviated due to the COVID-19 pandemic. It runs from May 10 through December 31.

DURATION OF FUNDING

Funding commitments are for an event or series of events that will be completed by the end of the budget year.

ELIGIBILITY

- All individuals and organizations are eligible to apply. However, priority is given to 501(c)(3) nonprofit organizations.
- An applicant may not submit multiple proposals under this announcement. The Brewers Association will consider parent organizations and their subordinates to be a single entity for purposes of eligibility. If for any reason a proposal is submitted more than once before the deadline, the Brewers Association will only accept your most recent submission.
- Organizations who have previously been award funding through Diversity & Inclusion Event Grants program are eligible to apply. However, events that have been awarded for two contiguous funding cycles must take a year off before resubmitting a proposal.

MAXIMUM AWARD AMOUNT

Requested funds may not exceed 25 percent of the proposed budget and may be awarded up to \$5,000.

ALLOWABLE COSTS

Allowable costs include, but are not limited to:

- fees for consultants and contractors.
- rental fees for venues and equipment.
- supplies and materials necessary to carry out the proposed event.
- catering, food and beverage costs.
- fees for licensing of media and performers.

ADHERENCE TO BREWERS ASSOCIATION POLICIES

Event organizers, vendors, and volunteers must adhere to the [Brewers Association Code of Conduct](#), and all marketing collateral, social media messaging, signage, and communications about the event must adhere to the [Brewers Association Marketing and Advertising Code](#).

APPLICATION AND SUBMISSION INFORMATION



Lindsey, Adrian, Jessica, and Alma Vargas at Suave Fest (Photo courtesy of Kevin J. Beaty/Denverite)

GENERAL GUIDELINES FOR PREPARING PROPOSALS

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- Make the connection between the grant program's funding priorities and your event early and often.
 - Start early and leave time to ask for assistance if needed.
 - Make sure that the proposal answers all questions and provides all supporting documentation requested.
 - Be brief, explicit, and specific when writing proposal narratives.
 - Be realistic in designing the event and budget.
 - Make the case that you have the knowledge, resources, and experience necessary to execute a successful event.

POSSIBLE EVENT PROPOSALS

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- Beer festivals
 - Film festivals
 - Music festivals
 - Beer and food pairing events
 - Agricultural fairs and celebrations
 - Ethnic and cultural heritage festivals
 - Neighborhood and community celebrations
 - Entrepreneurship and innovation festivals
 - Job fairs
 - Conferences
 - Training and learning experiences

PROPOSAL CHECKLIST

Complete proposals will include detailed information about the applicant and event, a proposal narrative, an event budget, and other required forms and attachments. Incomplete proposals will not be considered for funding. It is recommended that you use the checklist below to assemble all of the required components of your proposal before you begin. All proposals must be submitted online at <https://brewersassociation.wufoo.com/forms/2021-diversity-inclusion-event-grants-proposal/>

APPLICANT INFORMATION

- Name and title of the contact person for your proposal.
- Information (physical address, email address, and phone number) for the contact person for your proposal.
- Name of the organization serving as event host or organizer.
- Information (physical address, website, and social media accounts) for the organization serving as event host or organizer.
- Nonprofit status of the organization serving as event host or organizer.

PROPOSED EVENT INFORMATION

- Proposed event details (event name, event location and/or virtual platform, event venue)
- Narrative description of the proposed event that includes.
 - A statement of the event's mission or purpose.
 - A description of how this event will foster a more diverse, equitable, and inclusive craft beer community.
 - A description of the anticipated audience and attendance.
- Evidence supporting ability to execute a successful event.
- Evidence of a market for the event and community support.
- Verification of event insurance and detailed security plan
 - The Brewers Association must be included among additional insured endorsements on the insurance policy.

FUNDING REQUEST INFORMATION

- Description of the anticipated impact of the award on event.
- Requested funding amount.
- Proposed event budget.

COVID-19 ADDENDUM

- Provide a plan for meeting venue-based, municipal, county, state and federal guidelines for COVID-19 precautions.

PROPOSAL REVIEW INFORMATION



Pictured from left to right: Day Bracy, Garrett Oliver, and Ed Baily at the 2019 Fresh Fest Beer Fest. (Photo courtesy of Drinking Partners/Fresh Fest)

PROPOSAL SUBMISSION WINDOW

Proposals will be accepted on a rolling basis from May 10, 2021 through November 1, 2021.

LEAD TIME

Proposals should be submitted at least six (6) weeks prior to the date of the event.

NOTIFICATION DATE

Notification of receipt will be provided within 5 business days of submission. Funding decisions will be provided within 30 days following notification of receipt.

EVALUATION CRITERIA

The Brewers Association Philanthropy and Outreach Subcommittee will use the following criteria to evaluate submitted proposals.

- The event's mission or purpose is clearly and concisely articulated and aligns with one or more of the strategic goals of the Diversity & Inclusion Event Grants program.
- Diversity, equity, and inclusion has been thoughtfully considered and will be incorporated throughout the planning and execution stages of the event.
- The proposal clearly outlines projected outcomes, goals, and the desired impact of the event.
- The proposal demonstrates that the organizers have the knowledge, experience, and/or available resources to execute a successful event.
- The proposal demonstrates that there is a market for the event and that it will be well received by the community.
- The project budget is realistic, and the funding request is reasonable in relation to anticipated impact.
- The information provided is complete, easily understandable, and predicts a high level of viability/success.

TERMS AND CONDITIONS FOR AWARDS

UTILIZATION OF GRANT FUNDS

Grant funds must be used in accordance with the event detailed in your proposal.

NON-DISCLOSURE OF GRANT AWARDS

Grant recipients are not permitted to share the amount granted publicly.

PRE-EVENT REQUIREMENTS

An update detailing any changes to the event insurance, beer service plans, security plans, and COVID-19 addendum must be filed with the Brewers Association at least 30 days prior to the event.

BREWERS ASSOCIATION EVENT ACCESS

Complimentary passes/admission will be provided to Brewers Association staff or board/committee members who wish to attend and observe the event.

PAY IT FORWARD OPPORTUNITY

If requested, and if schedules permit, present on the event at a grant recipient panel seminar at CBC 2022, schedule for May 2-5 in Minneapolis, MN.

ACKNOWLEDGEMENT OF FUNDS

Brewers Association financial support of any and all funded projects must be acknowledged in collateral and communications related to the project as agreed upon. The Brewers Association logo should be used when appropriate and with permission. The Brewers Association must additionally be listed as a sponsor and its logo must be included with permission, when appropriate, on all collateral and promotional materials. The Independent Craft Brewer Supporter Seal should be included, when appropriate, on all collateral and promotional materials.

- [Request Brewers Association Logo](#)
- [Download Independent Craft Brewer Supporter Seal](#)

REPORTING REQUIREMENTS FOR AWARDS

Recipients are required to submit a post-event event grant report within 60 days of the conclusion of the proposed event. Your post-event grant report will include a brief narrative summary and multimedia (photo, video, and/or audio) records of the event.



2019 Beers With(out) Beards Festival in Brooklyn, NY (Photo courtesy of Grace Weitz/Hop Culture)

POST-EVENT GRANT REPORT CHECKLIST

NARRATIVE CHECKLIST

- A summary of the event.
- The number of attendees/participants, staff, and volunteers, and the demographics of these groups if available.
- Accomplishments, outcomes, and fulfillment of the proposed mission.
- Challenges and changes to the event as proposed.
- Final budget vs. actuals balance sheet.
- Links to any press or media reporting of the event(s).

MULTIMEDIA CHECKLIST

- Provide at least ten (10) high-resolution photographs depicting scenes of in-person events in progress. Provide screenshots of virtual events in progress.
- (OPTIONAL) Provide video or audio recordings of the event.
- (OPTIONAL) Provide written, video, audio, or social media testimonials from attendees of the event with contact information.