

EVENT PROPOSAL CHECKLIST

Complete proposals will include detailed information about the applicant and funding request, a proposal narrative, a 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 the required components of your proposal before you begin. All proposals must be submitted online.

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 supporting the proposal.
- Information (physical address, website, and social media accounts) for the organization supporting the proposal.
- Nonprofit status of the organization supporting the proposal.

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.
- Marketing/recruitment plan.
- 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 the proposed event, project, or initiative.
- Requested funding amount (requests may not exceed 25 percent of the proposed budget and may be awarded up to \$5,000).
- Proposed event budget.

COVID-19 ADDENDUM

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