



2020 BREWERS ASSOCIATION DIVERSITY & INCLUSION EVENT GRANT PROPOSAL GUIDELINES



The following information and guidelines will help you with your submission and will help Brewers Association (BA) staff and Diversity Committee members with their evaluation.

BUDGET YEAR

The BA budget year runs from January 1 through December 31.

DURATION OF FUNDING

Funding commitments are for one specific event, to be completed by end of budget year.

FUNDING POLICIES

Funding Request: The requested funds should be not exceed 25% of event budget.

Brewers Association 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 BA logo (available on request) should be used when appropriate. Repeat applicants can receive the grant award two years in a row but cannot reapply again until a full grant year has passed.

FUNDING PROCESS

- December 31: Proposal deadline for 2020 event funding
- January 1-31: Proposals evaluated ([Sample Evaluation Rubric](#))
- February 20: Applicants notified (funding committed; funding not committed)
- February-December: 1-2 page follow up report due within 60 days of funded events

POSSIBLE EVENT PROPOSALS:

- Beer festivals
- Beer and food pairing events
- Agricultural fairs and celebrations
- Ethnic and cultural heritage festivals
- Neighborhood and community celebrations
- Entrepreneurship and innovation festivals

- Film festivals

SUBMISSION PROCESS

Proposals are collected online. The following information will be necessary to complete your grant proposal submission:

- Name of person submitting proposal
- Title of person submitting proposal
- Organization or company of affiliation of person submitting the proposal
- Organization or company website
- Non-profit status
- Email address of person submitting proposal
- Phone number of person submitting proposal
- Event name
- Event location (City, State)
- Event venue
- Event date(s)
- Verification of event insurance and detailed security plan
- 2020 funding request amount (\$)
- Description of the event's mission and why it will be successful
- Past (last three years, if available) and projected event attendance
- List of local partners
- Incorporation of diversity and inclusion
- Audience
- Summary of requested operational support
- Impact of award on event
- Any additional information you would like to provide with this proposal

Thank you for your proposal!

Please direct questions or comments to:

Alana Koenig-Busey

Office Manager

Diversity Committee Member

alana@brewersassociation.org