

**CRAFT
BREWERS
CONFERENCE**
& BrewExpo America®



#CraftBrewersCon

Being A Community Centered Taproom:

How Can Your Taproom Give Back?



Christina “Chris” Straus
Taproom Manager

Incendiary Brewing Company



Jamaar Valentine
Regional General Manager

Bevana



Vernardo Simmons-Valenzuela
Co-Owner/Head Brewer

Dirtbag Ales Brewery & Taproom

Cumberland County NC



#CraftBrewersCon

Dirtbag
ALES
EST. 2013 - NORTH CAROLINA

Incendiary Brewing and Winston-Salem



The CoalPit



#CraftBrewersCon

Charlotte, NC and Beyond...

N·O·D·a
BREWING COMPANY®


BEVANA



#CraftBrewersCon



Vendor Markets

- Bringing a new shopping experience to your customers of local goods
- Supporting other local businesses in your area
- Can pair with other holidays or events
- Can partner with third party market coordinators



Fundraisers

- Local organizations
- What's important to you?
 - Kids
 - Animals
- Different ways to support
 - Financial donations/sponsorships
 - Beer/merch donations
 - Location to host
- Can't always say yes
 - Make sure the cause aligns with your goals





Concerts

- Nationally known artists
- Bringing new people to the city
- Free events for community
- Also support local musicians
- Other local businesses can help sponsor

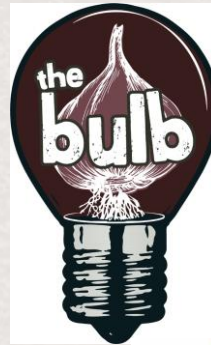


Support Your Local Nonprofits

- Equity for the Underprivileged and Marginalized
- Local Social Justice Reform
- Food Access
- Health Care
- Animals & Pets
- Community Beautification



RunningWorks®



ISABELLA SANTOS
FOUNDATION

Beat Cancer. Grow Hair. Live My Dreams.



BEVANA



#CraftBrewersCon

On-Site & Off-Site



Social Events



Non-Profits



Campaigns for a Cause



Off-Site



#CraftBrewersCon

Yay Sports! Go Sports Team!



But wait... There's More!

- Remember our healthcare workers?
- Sponsorship can be a two-way street.
- Open Mic Night? Comedy Shows? Sofar Sounds ©?
- Drag Shows?



#CraftBrewersCon



Accessible & Inclusive



#CraftBrewersCon

Dirtbag ALES

EST. 2013 - NORTH CAROLINA

Family Friendly



Community Minded Event Space



Lessons Learned

A Fundraiser Gone Wrong

The Sunny Day in November...

Don't commit to too many fundraisers at once

Difficult Dilemmas

When there is more liability than it is worth.

When there is a difference in morals...

Mitigating Risks

Hold your partners accountable

Vet each and every organization that wants to work with you.

The difference between customer service and hospitality...

What's Next?

Incendiary Brewing

- New ventures in a second location
- Space for new outreach to a new community
- Local club involvement to help youth

Bevana

- Help other local businesses grow.
- Amplify more voices of minority and disenfranchised community members.
- Create space for more members of the ADA community.

Dirtbag Ales

- We hope that we are able to help draw in new artists and creative individuals who work to improve our community.
- Work to continue being the bridge between the military and local community.

THANK YOU!

Chris Straus | Chris@incendiarybrewing.com

Jamaar Valentine | j.valentine@bevana.com

Vernardo “Tito” Simmons-Valenzuela | Vernardo.Simmons@DirtbagAles.com

CRAFT
BREWERS
CONFERENCE
& BrewExpo America®

