



OFFICIAL FESTIVAL BREWERY PARTNER PROPOSAL



**Every bead tells a story of
courage, honor, and hope.**

What is Beads of Courage?

Created in 2005 by a pediatric oncology nurse, Beads of Courage is a nonprofit organization now active in more than 400 children's hospitals in the U.S. and beyond.

Our mission is to provide innovative arts-in-medicine programs that help children coping with a diagnosis of cancer or another serious illness, along with their families and healthcare providers.

The flagship Beads of Courage program helps children undergoing treatment by giving them a colorful bead for every medical intervention they endure and every milestone they achieve.



Like medals given to a soldier who faced a fierce battle, Beads of Courage symbolizes the bravery of children fighting for their lives.

A child's bead collection is a way for them to see and feel how far they have come and how strong they have been. The beads symbolize their courage and offer much-needed encouragement to keep fighting.

Research shows that the flagship Beads of Courage program decreases illness-related distress, increases the use of positive coping strategies, helps children find meaning in illness, and restores a sense of self.

Along with the original Beads of Courage program, we also provide an array of proprietary arts-in-medicine programs that support siblings, family members, clinicians and others involved in the care of a seriously ill child.

Why Be a Beads of Courage Sponsor?

According to the website NonprofitHub.org:

- 91% of global consumers are likely to **switch brands** to one associated with a good cause, given comparable price and quality.
- 61% of consumers are willing to **try a new brand**, or one they've never heard of, because of its association with a particular cause.
- 50% of global consumers said they would be willing to **reward companies** that give back to society by paying more for their goods and services.



“Now more than ever, consumers want to engage with companies that are doing good in the world.”- Modern Nonprofit, June 2020

When you partner with Beads of Courage, you let your current customers – and hundreds of thousands of potential new ones – know that your company is committed to **giving back and making a difference**.

A Beads of Courage sponsorship affirms your belief that little warriors fighting big battles should never feel alone in their fight for life. Every bead given to a child has a ripple effect that touches many others, including friends, relatives, doctors, nurses, caregivers, teachers and more. Like beads on a strand, **we are all connected**.



Festival Brewery Partner Opportunity

Beads of Courage, a 501(c)(3) nonprofit organization, is seeking partners in the Craft Beer Industry to join us as an **OFFICIAL BREWERY PARTNER** for the 5th Annual Beads, Blues and Beer Festival. Fun-raise with us!

Partner entities may include:

- Brewpubs
- Microbreweries
- Regional Breweries
- Taproom Breweries

The 5th Annual **Beads, Blues and Beer Festival** is a virtual fundraising event taking place on March 27, 2022 (along with a few in-person watch parties). The Festival benefits Beads of Courage, a nonprofit organization helping children with cancer and other serious illnesses through arts-in-medicine programs.

We invite you to join our team as an **Official Beverage Partner** during the month of March to support our Festival and our mission of hope and healing for the courageous kids and families we serve.

Each beverage partner will be asked to raise or donate a minimum of \$250. Partnership options include:

- Donate \$1 per pour from a designated tap to BOC for the month of March
- Donate a percentage of your March sales for a featured item to BOC
- Make a donation directly to Beads of Courage of \$250 or more

What Sponsor Benefits are Offered?

Our plentiful sponsor benefits provide a **valuable ROI** for your brewery. Sponsor benefits include:

- Your logo on Beads of Courage website festival landing page and print collateral included in VIP guest boxes
- Gratitude posts on Beads of Courage social media (reach: 100,000+).
- Email to Beads of Courage database (reach: 13,000+)
- An Official Brewery Partner Support Kit mailed to you including:
 - Beads of Courage brochures
 - Official Brewery Partner event posters
 - BBB Festival stickers
- Your donation is 100% tax-deductible*

For more information and to apply today, visit <https://bit.ly/brewerypartners> or www.beadsofcourage.org/events, or email patrick@beadsofcourage.org.

(*Please consult your accountant)

THANK YOU AND CHEERS TO PARTNERING WITH US!

