

TRACTOR BREWING COMPANY “BEER FOR A BETTER BURQUE” PARTNERSHIP

The Beer for a Better Burque Program is announcing its sixth year benefitting New Mexico’s not for profit community. Tractor Brewing Company is currently accepting proposals for the 2020 giving season. The deadline for proposals is Friday, November 22nd at 5pm. Submission details are below, please read carefully.

About the Partnership

Benefits

Non Profit Night: One night per month, every beer sold at regular price comes with a token. All partner organizations will have a locked box at the bar. Patrons place their token in the box belonging to the organization of their choice and \$1 from that beer goes to that partner organization.

Fundraising Bash: Tractor Brewing will host one large scale fundraising event per funding year with each awarded non-profit.

Branded Drinks: Each non-profit will have a beer made in collaboration and branded in the organizations unique style. Each beer sold at our Wells Park, Westside, Nob Hill, Four Hills and Los Lunas locations will garner \$1 for that organization.

In-Kind Donations: Quite possibly the most coveted perk of the partnership. Partner organizations are eligible for in-kind beer donations for special events, auctions, fundraisers, shows and etc. that occur outside of Tractor Brewing Company establishments.

Space: Our locations are always open to your organization to host special events open to the public.

Responsibilities

As a partner, our success is linked with yours. We need you to engage your audience to be knowledgeable of all the opportunities this partnership creates so we can count on their support. Tractor will also work closely with your staff to maximize your exposure to the community both in our tap rooms and online through social media, e-newsletters, blogs and websites. When dealing with in-kind donations, we ask that you make arrangements to pick up any items at the Wells Park brewery as well as return any and all borrowed equipment to the same location clean, in working condition and in a timely manner. That’s it!

We partner with organizations that:

- Make a difference in the overall quality of life in Albuquerque and New Mexico.
- Have a consistent record of being fiscally responsible.
- Are willing and able to be a present and available strategic partner.
- Have strong leadership with a defined vision for the future.

We give priority to organizations that:

- Have fan/member base that is consistent with our target market.
- Reflect values and goals that are consistent with those of Tractor Brewing Company.
- Promote community resident participation and engagement.
- Regularly patronize our establishments and products on the market.

We cannot consider the following:

- Organizations who have a main target audience of youth. Our feeling that it is irresponsible for an alcohol-based business to market at arenas where youth are present.
- Organizations that are in any way affiliated with any religion.
- Labor organizations.
- Fraternal organizations.
- Individuals and “teams”.

The Application Process

Tractor Brewing Company invites proposals, under an annual competitive Request for Proposal (RFP) process, and chooses partners to strengthen local community-based organizations. These proposals are due by **Friday, November 22, 2019 at 5pm**. Decision notification will be sent out December 6, 2019. Each chosen organization will then need to meet week of December 9th with the Beer for a Better Burque selection committee to present an action plan for the coming funding year.

Applicant organizations must meet the following criteria:

- Nonprofit corporation with proof of 501(c)(3) tax-exempt status or have a fiscal agent with said status
- Evidence of successful completion of projects and programs in Albuquerque
- Strong board involvement and competent leadership
- Proven track record of collaborations with other organizations and businesses in our community

Any questions regarding the application process must be submitted by email no later than November 19, 2019 to Valerie Osbourn, valerie@getplowed.com.

Application Procedures

Submit an application containing all of the items specified below, including all requested attachments. Applications must be typed on **single sided 8.5” x 11”** paper and **no longer than 4 pages** (not including cover letter appendices). **3 copies of your application** must be submitted in a manila envelope addressed as follows:

Beer for a Better Burque
Your Organization’s Name
Attention: Valerie Osbourn
1800 4th St NW
Albuquerque, NM 87102

Application Contents

Cover Letter:

- On letterhead
- A brief introduction of your non-profit and its programming efforts with the community
- Signed by your director/leadership
- To include: mailing & physical address, phone number, Director/Leadership name & email, main liaison for partnership phone & email address

Narrative that includes:

- Organization Description
- Mission statement
- Current goals and objectives
- Organization Background (major activities, past successes, list of current sponsors/partners)
- Target population/audience
- Description of programming activities
- Key Staff
- Current organization Operating Budget (income & expenses)

Strategic plan for 12 month participation in partnership:

- What would a large fundraising event look like at a Tractor tap room?
- Each partner will receive 3 special focus months throughout the 2018 year. How will you make your organization presence known during your selected focus months?
- How will you make your organization presence known during non-profit nights?
- What strategies will your organization implement in publicizing the Beer for a Better Burque Partnership?
- What opportunities does Tractor have to market to your supporters outside of Tractor tap rooms?
- What type of beer donations will your organization request throughout the funding year? Please give an approximate number of events with anticipated people per event.

Appendices:

Verification of tax-exempt status (IRS determination letter)

Award Information

Chosen non-profit partners will be notified by December 6, 2019. Each awardee will receive a welcome packet that details partnership practices and artwork/logo requirements.

Any and all funds made will be disbursed quarterly on months April, July, October and January.