



4th ANNUAL FEAST OF SAINT ARNOLD JUNE 11, 2016

What would St. Arnold Brew?

The Feast of Saint Arnold is asking brewers to come up with their own answer to this question and participate in a local "What would Arnold Brew?" beer tour. The first ten breweries to respond will be on the tour.

The Feast of Saint Arnold (FOSA) proposes this promotion as a way to bring awareness to the June 11 Festival and to promote our local brewing community. Thanks to participation from our beverage partners in the brewing community, FoSA is generating substantial contributions to Colorado Springs community health (e.g., \$7500 to Westside Cares in 2015). As we grow we want to also help those who have aided in this success: our brewers.

By encouraging consumers to engage in the tour by picking up tour cards at participating locations then visiting each brewery to sample "Arnold's Ale, " we hope to facilitate hundreds of new first time visitors to explore our brewing community and sample their beers. After sampling a pint (or more) of "Arnold's Ale" customers will get a brewery sticker on their tour card, evidencing their visit. Those with completed cards will be eligible for a special Feast of Saint Arnold gift package including items such as tickets, swag and coupons.

We hope this activity will bring more and new visitors to each of our participating breweries. A similar event in SW Denver (The Bock C470 Collaboration Brew) in 2014 brought hundreds of new visitors to many new, small tasting rooms allowing brewers to connect with new customers.

Please respond as soon as you can: the dance card is limited to the first ten breweries!

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FAQs:

How do brewers participate?

There is no cost to participate aside from a commitment to make something St Arnold might have enjoyed. Each participating brewer will make a minimum of 1 barrel of beer to be marked and advertised as their effort toward a beer St Arnold might have advocated for in sixth century Metz – a “Saint Arnold’s Ale” . This could be accomplished through a totally unique brew, or some Frankish variation of hops, malts, yeasts or (yikes!) water from one of your traditional beers. So simply conditioning an existing brew from your brewery could meet that requirement.

We think that by having a distinguishable St Arnold beer, brewers can engage with their beer loving customers in a way that highlights their contribution to community health, and the role of FoSA in doing that.

How much beer should we make?

We estimate that one barrel, at a minimum, is easy enough to make and consume coming up to FoSA. Is one barrel enough? That's 248 pints. It also depends on your regular traffic. If the beer is really good, you might want more.

How many people do we think will want to pick up a card?

Honestly, we don't know. But last year a little over 1000 people attended FoSA. Most of those are locals who like craft beer. So, make your own guess.

When will this happen?

You can start immediately on the beer! We hope to target May 1 for “Arnold” themed beers to be released. FoSA will be launching PR and publicity around the middle of April.

Do we need to bring "Arnolds Ale" to the Festival?

That is up to you. We hope you have sold it all. The Festival is your opportunity to connect with our beer loving public. FoSA is advertising your brewery and your normal fare. You are free to promote your beer and your brewery any way you want from your booth. Be creative with BOGO coupons or other promotions.

How will completed tour cards be redeemed?

Completed cards need to be mailed in. That is something the brewers will not have to worry about at all. An e-mail informing winners where and when they can pick up their gift package will follow.

Will we need to come to the Feast of Saint Arnold?

Yes, it is important that you be one of our beverage partners at the event. A beverage partner registration form is attached.



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How many breweries will be involved?

*We are asking for breweries to volunteer to participate and we will put the **first ten** on the tour circuit. If more sign up, we'll see how we can possibly work them into the tour or create a second circuit.*

How do customers get their cards?

At participating breweries and other local establishments.

Where does the tour start?

Anywhere on the card. We want participants to take their time in visiting brewers, so we are setting this up to be flexible and also to discourage anyone who wants to try to complete a circuit in one day or a short week-end.

What will the FOSA committee do to promote?

*We will feature the tour(s) on our web site, FB, etc. and provide links so you can promote your participation on your social media. We also will promote it on the local beer blogs and will send releases to **the local media**.*

How will you prevent forgeries and fraud?

First, each brewery will have a unique sticker (FoSA will print up dot stickers for you) to place on the card. The mail in of completed cards will allow us to screen for fraud. For you as brewers, we want to make this as easy as possible, so procedurally you won't have to work this problem. FoSA will reserve the right to not accept suspected forged cards. If there is a question on authenticity, we may contact brewers and ask if they can authenticate a mark.

What is in the gift package?

Those completing the tour will receive a two for one admission to the festival, a VIP tasting glass And a chance to win a VIP upgrade!



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COUNT US IN TO HAVE "ARNOLD'S BEER"

FOR THE

**WHAT WOULD ST. ARNOLD BREW??
BEER TOUR**

BREWERY: _____

CONTACT _____ **ph** _____ **email** _____

Based on the event described in the attached material:

We agree to have at least one barrell of "Arnold's Beer" for sale beginning May 1, 2016.

We also agree to be "beverage partners" at the Feast of Saint Arnold on June 11, 2016.

SIGNATURE: _____