



INFORMATION

ARE YOU SCHEDULED FOR KEGS 4 KAUSE AT PAYETTE BREWING?

WE LOOK FORWARD TO HAVING YOU!

PLEASE READ THROUGH THIS THOROUGHLY

UPDATED FOR 2024



KEGS 4 KAUSE

At Payette Brewing, one of our biggest values is our involvement in the community. We care about the beautiful state of Idaho in which we work, live, and play. It is important for us to give back, stay involved and make an impact. We also would not be who and where we are today without the continued support from Idahoans, so we love to do the same and support those that are doing great things for our community! Hence, in 2011 the Payette Forward Program was born which includes Kegs 4 Kause.

Every Monday, Payette Brewing donates 50% of proceeds from beer sales in the Tap Room to a selected non-profit. Non-profits must have current 501(c)3 status from the IRS and be able to show proof of designation. The Tap Room is open 12pm-10pm daily, and Kegs 4 Kause runs from 6-10pm on Mondays where any sales during that time will count towards the organization's total donation. The bar is open to the public and anyone who enjoys a beer on Mondays at the brewery helps the organization. The Tap Room is always kid and dog friendly!

IMPORTANT DETAILS

ADDRESS: 733 South Pioneer Street, Boise, ID 83702

WHEN: Every Monday night, a different Idaho non-profit is featured in the Tap Room

NON-PROFIT REPRESENTATION & DONATION HOURS: 6:00pm - 10:00pm

WHAT: 50% of proceeds from beer sales are donated to a featured non-profit, which includes **draft beer only**. *Merchandise, packaged beer, AnyTimers, wine, non-alcoholics and keg sales are excluded.*

REQUIREMENTS

Kegs 4 Kause exists for two main reasons: for Payette to support your incredible efforts in the community with a donation AND a chance for you to get great exposure! We require a few things from you to make sure it is a successful and fun night:

1. **Promote your night!** It's as big and successful as you make it! **(See Promotion Guide below)**
2. **Bring in promotional materials** (brochures, table tents, signage, banners, etc.) on your K4K night to inform the community about your organization.
3. You are welcome to use our space to showcase your organization, however we can not offer folding tables and tablecloths for your promotional items. We encourage you to **bring in your own table to showcase who you are**, however if you do not own one, please coordinate with us if we need to reserve one of our Tap Room tables.
4. Upon arrival, **check in with bartending staff**. Introduce yourselves and inform them more about who you are so they can help relay that to customers.

FOOD TRUCKS

Payette does not serve food but is partnered with Queens Food Trailer to provide high quality pub style food. Queen's in-house, all-from-scratch cooking trailer is available every Monday. For hours of operation, additional information, or to view their menu, head to our website payettebrewing.com under the "Food" tab or payettebrewing.com/food

2024 KEGS 4 KAUSE NIGHTS FEATURING IDAHO NON-PROFITS

January 8	March 11	May 6	July 8	August 26	October 28
January 22	March 18	May 20	July 15	September 9	November 4
January 29	March 25	June 3	July 22	September 16	November 18
February 5	April 8	June 10	July 29	September 23	November 25
February 12	April 15	June 17	August 5	September 30	December 2
February 26	April 22	June 24	August 12	October 7	December 9
March 4	April 29	July 1	August 19	October 21	December 16

FOLLOW UP & PAYMENT

After your Kegs 4 Kause night, we total the amount of beer sales from the hours of 6-10pm where we then issue a check for half - directly to you! We've had the honor of making significant weekly donations to hundreds of organizations. Donations on these nights can range from a couple hundred to a couple thousand. It all depends on how much you help us promote it and bring in a crowd! (Reminder: We donate 50% of proceeds from our draft beer sales, not other products like wine, cider, AnyTimers cocktails, merchandise, or canned beer to-go.) We will follow up with you the week following your night to ask a few questions on how you think it went and inform you of the dollar amount raised. You will then get a check in the mail shortly after that! **The mailing address you provided on your application is where the check will be mailed.** If you would like your check mailed to a different address or made out to a specific name, please email Kenzie.

QUESTIONS?

If you have any questions, concerns, or ideas, please contact the Payette Brewing Event Coordinator and Office Admin:

Kenzie Tanner
Kenzie@payettebrewing.com
(208) 344-0011



MEDIA KIT AND PROMOTIONAL TIPS



PROMOTING YOUR NIGHT

Payette actively promotes their entire Payette Forward program (which includes the weekly segment of Kegs 4 Kause) through our website, social media channels, and newsletters. We encourage people to stop by on Monday nights to support Idaho non-profits, but our reach is limited and since this is a weekly event, we do not have the bandwidth to promote every single K4K night. **Majority of promotion is up to the organization benefiting. Every organization has their own unique network of supporters so tapping into that is encouraged.**

MORE PROMOTIONS = BIGGER DONATION!

PROMOTIONAL TIPS

Start from within. Getting your staff or regular volunteers excited about your night is the first step. They are advocates of the organization so if they are enthusiastic about Kegs 4 Kause, they will likely spread the word and get others to support it and show up.

Utilize your existing outlets such as newsletters or social media. Send out save the dates or put it in your upcoming events so people can get it on their calendar. Sending a reminder the week prior and/or day-of can help get those extra supporters in the Tap Room doors.

There are many free resources for community organizations. It is a good idea to submit your event to community calendars such as the Idaho Statesman, Boise Weekly, Go Out Local, local news stations like KTVB, and more. It's easy to do directly from their websites.

Feel free to get creative with your night! You can make your Monday evening unique by bringing in a table with promotional materials, do a raffle, bring in live music, have games and more. **If you think of a fun idea that could make your night at the brewery even better, please run it by our Kegs 4 Kause Coordinator to ensure the brewery can accommodate what you wish to do. It certainly is not required. We understand you may have a small team and can't make it an extravagant night, we just want you to know we are open to your ideas and happy to help accommodate a big party to help you raise awareness and in turn, get a bigger donation.**

We highly encourage Facebook event pages. If you create a Facebook event page, you are welcome to add Payette Brewing Co. as an admin or co-host of the page so we can see your event, add posts, and share your page with our fans and followers. Another strong method of getting more people informed about your Kegs 4 Kause night are promotional materials such as posters and flyers, or images to go on your Facebook event page, Twitter, Instagram or company newsletter. **If you would like to use the Payette Brewing or Kegs 4 Kause logo, those are available for download on the Kegs 4 Kause page on payettebrewing.com or you may use the graphics we provide.**

KEGS 4 KAUSE PROMOTIONS

We LOVE and APPRECIATE the organizations that are able to contribute a few things to help spread the word on our weekly giving back initiatives. We understand your organization may be small or have little resources, but we do ask that you help promote to your inner circle of supporters, social media, and staff. See the following page for verbiage and graphics.

SOCIAL MEDIA, NEWSLETTER, FLYER/POSTER VERBIAGE EXAMPLES

We are excited to be selected as a beneficiary of Payette Brewing's Kegs 4 Kause program! Not only will our organization be featured in their Tap Room, they also will be donating half of the proceeds from draft beer sales directly to us on Monday, _____ from 6-10pm!
#kegs4kause #payettebrewing #payetteforward

JOIN US! We are thrilled to be at Payette Brewing on Monday, _____ from 6-10pm to raise awareness and raise money! For every beer you drink, money is donated by Payette Brewing directly to our organization. #kegs4kause #payettebrewing #payetteforward

SEE YOU TONIGHT! Payette loves to give back to the community when and where they can and tonight... that means us! See you at the brewery from 6-10pm where we will raise awareness and raise money! #kegs4kause #payettebrewing #payetteforward

Let's raise a glass and raise some money! _____ will be featured at Payette Brewing and they're donating 50% of proceeds from draft beer sales directly to us! #kegs4kause #payettebrewing #payetteforward

HASHTAGS TO USE

#kegs4kause #payettebrewing #payetteforward

TAGGING PAYETTE

Tag us in your posts on social media so we can reshare! Instagram, Twitter, Facebook:
@payettebrewing

FACEBOOK EVENT PAGE

On your organization's Facebook account, create a Facebook Event Page and add Payette Brewing as an Admin or Co-host so it can be seen on our Facebook event page as well.

Title: Payette Brewing Kegs 4 Kause Featuring: (your organization name)

TO VIEW/DOWNLOAD LOGOS AND GRAPHICS WE MADE FOR YOU TO SHARE ON YOUR SOCIAL MEDIA, VISIT OUR ONLINE LINK: www.payettebrewing.com/kegs4kause