

PINK BOOTS SOCIETY



Our mission is to assist, inspire and and encourage women beer professionals through education.

Collaboration Brew Day User Guide

www.pinkbootssociety.org/pink-boots-brew
[#pinkbootsbrew](https://twitter.com/pinkbootsbrew)



The women of Boston



INTRODUCTION

Pink Boots Society (PBS) is an international 501c3 nonprofit with chapters around the world. We offer education and networking to women in the beer industry in the form of scholarships, educational opportunities, and a supportive community in which to grow.

HOW TO USE THIS GUIDE

IMPORTANT! A PBS collaboration brew day, may happen ANY day of the year, not just on March 8th. The purpose of this Pink Boots Collaboration Brew Day User Guide is to provide a method for chapters and teams to organize, promote and fundraise on any given brew day during the year. It also assists in legally protecting the brand, while maintaining creatively. We hope this User Guide will provide you the tools, timeline and techniques to execute a successful brew day. Cheers!

FUNDRAISING

Fundraising is the significant way that PBS raises money for scholarships, educational opportunities and to support operations to enhance the experience of every member and chapter. Collaboration Brew Day (referred to as PBSCollab) is the single largest fundraiser. (see fundraising page).

10 Countries and 260 Breweries

participated in 2018

PBSCollab was born from a member's desire to take part in International Women's Day March 8th, by raising the profile of women's roles in the beer industry. It is the largest fundraiser for PBS.

A PBSCollab may happen ANY day of the year, not just on March 8th.

Chapter members of PBS, along with any beer loving individuals, get together and brew any type of beer style. Pink boots are not required but make a pretty bad ass statement!

PBS receives proceeds from sales of collaboration brews which it applies to educational scholarships for its members.

02



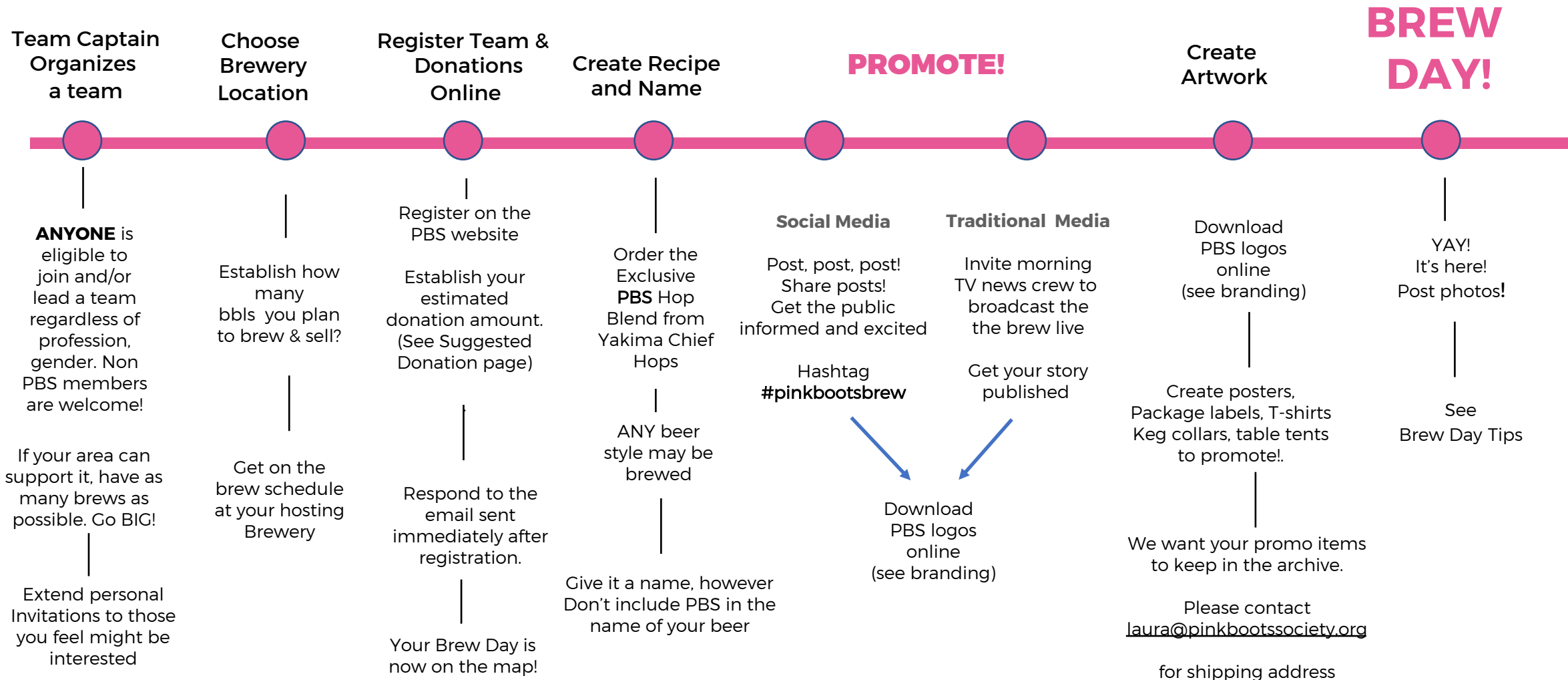
Hong Kong



TIMELINE

03

PRE - BREW DAY

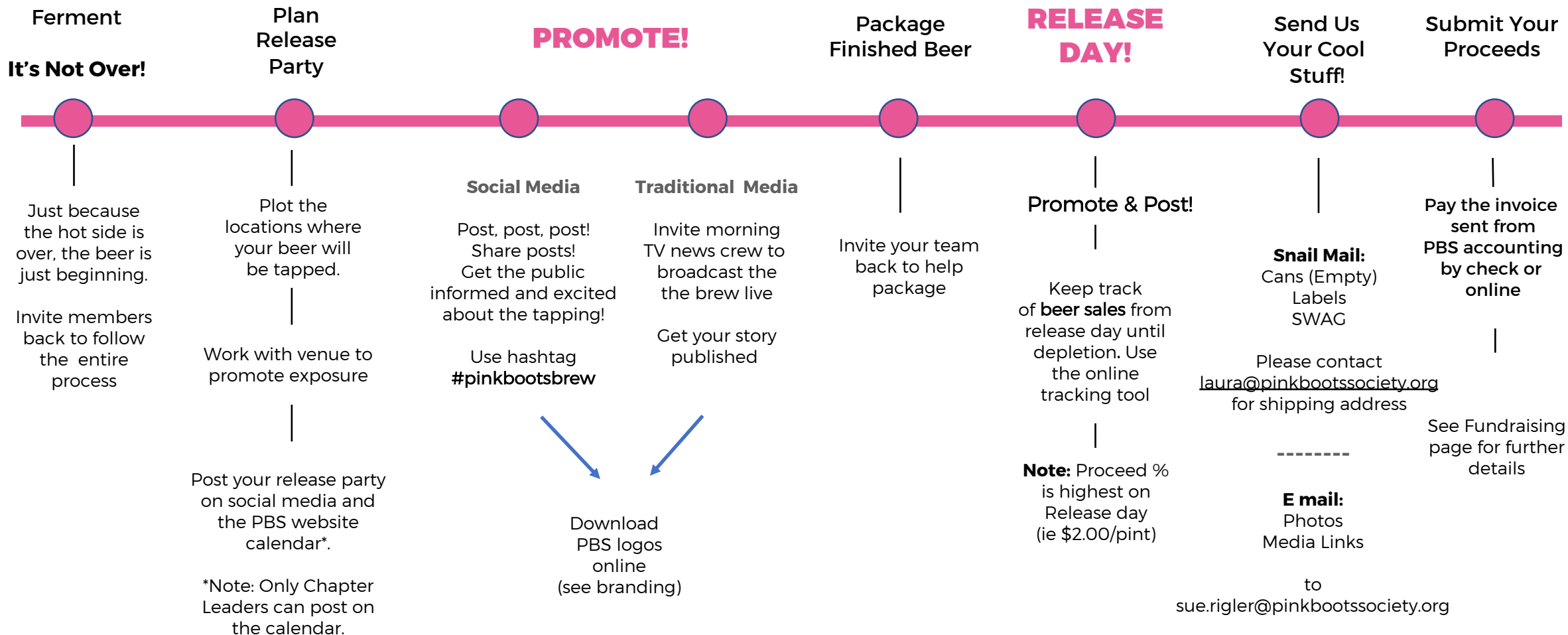




TIMELINE

04

POST - BREW DAY



IT'S BREW DAY!

Breathe, it's just beer

5 TOP 10 TIPS that will make you SHINE

TIP #1



PROMOTE

Advertise within your local chapter.

Extend personal invitations to individuals in sales/marketing, kitchen and wait staff, or friends outside the industry. INVITE them! ANYONE is welcome regardless of gender or outside the industry.

TIP #2



SWAG

Some breweries will kick in SWAG. Some not.

Team T-Shirts
Gift Shop Discounts
Open Bar Tab Post Brew

TIP #3



FOOD

Brew days are long, and not everyone gets that.

It is strongly recommended for the hosting brewery to provide some type of nutrition..ie, breakfast, lunch, and/or snacks.

Hangry = Lose Interest

TIP #4



NAME TAGS

Sounds super basic, but we meet new people, we forget their names.

Name tags.



IT'S BREW DAY..continued!

6 more TIPS...

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TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
					
AUDIENCE	ASSISTANT	BREW SHEET	ENGAGE	PRESS	MISC
<p>KNOW THEM!</p> <p>Production Employees Your home brewer friend Sales/Marketing Employee Maintenance Investor</p> <p>Don't lose your crowd by talking about hop utilization and brewhouse efficiency .</p>	<p>It doesn't matter if they are a dude or a non-member.</p> <p>You can't host, answer questions, hit your numbers so you don't screw up your brew.</p> <p>Appoint someone</p>	<p>Make copies of the brewsheet to hand out, so attendees can follow along with the process.</p> <p>Have the attendees autograph your main brew log</p>	<p>Encourage questions but don't ask "does anyone have any questions?" because most will not out of insecurity.</p> <p>Maybe start with "who knows what ??? Is"</p>	<p>Communicate where and when the beer can be enjoyed.</p> <p>Use the hosting brewery's social media to drive interest</p> <p>If the beer is leaving the hosting brewery, make sure to advertise where it can be found!</p>	<p>Encourage attendees from other breweries to bring their packaged beer to share.</p> <p>In down time, organize games</p>

BREW PINK BOOTS - DO'S

- ❑ **DO** UNDERSTAND YOUR STATE LIQUOR LAWS about fundraising! Each state is different so if you are not certain, it is strongly recommended you consult with an attorney.
- ❑ **DO** download the approved PBS logos to create all your promotional pieces (labels, posters, t-shirts, keg collars, tap handles, menus, table tents, websites and social media. (found on the website).
- ❑ **DO** list the website on all promotional pieces. www.pinkbootssociety.org/pink-boots-brew
- ❑ **DO** make sure when posting on social media it is clear that donations are from a brewery, not an individual.

07

- ❑ **DO** add this verbiage to all your promotional pieces “**Pink Boots Society Collaboration Brew Day**”. A portion of the proceeds from the sale of this beer goes to the Pink Boots Society.
- ❑ **DO** brew any beer style.
- ❑ **DO** have participants sign a waiver
- ❑ **DO** notify your Chapter Leader of your brew day so you will be included in any advertising and Press Releases.
- ❑ **DO** have a place to sit during down time. Provide water.

BREW PINK BOOTS - DON'TS

08

- ❑ **DON'T** Use PBS in the name of your beer (ie., Pink Boots Society Hazy is Crazy IPA)
- ❑ **DON'T** Pull permits in PBS name.
NO EXCEPTIONS
- ❑ **DON'T** eat yellow snow.



easy as

1

2

3

Ok..4,5

1

Determine a **Suggested Donation** amount (see Suggested Donation page) by responding to the email you'll receive immediately after you register your team online.

2

Respond to the email you'll receive immediately after you register. It will contain simple directions to follow, including documenting your suggested donation and delegating an accounting point-of-contact (if different than the team captain).

3

Forward the Suggested Donation form to the Brewery for acknowledgement and obtain a return signature. You'll receive a link to the form in the email (mentioned in Step 2). This is the amount you will be invoiced.

4

Pay the Brewery invoice via check or online. Suggested donations will be invoiced by PBS accounting 30 days after the release date. We will provide a receipt of your 501c3 donation.

5

Celebrate! Thank you to you and your team for a job well done!

For specific finance questions, please contact
jennifer.erickson@pinkbootsociety.org | Chapter Relations - Finance



Please take some time to think about your projected beer sales. Your Brewery will be invoiced for the **SUGGESTED DONATION** amount directly from PBS national accounting. There are many options to determine your suggested Brewery Donation.

HERE ARE THE MOST COMMON



SUGGESTED DONATIONS

Fixed Amount

Donation based on a **PREDETERMINED** amount.

This is a good option for larger breweries and checks are submitted to PBS on brew day.

Typical amounts vary according to Brewery size

Pints Sold

Donation based on actual sales, ie **PINTS SOLD***. This is a good choice if you are selling kegs to a local bar or restaurant.

After the beer is depleted, go online and input the actual amount of beer sold and click "final"

*Typical donation is \$1.00-\$2.00 per pint sold

Keg or BBL Production

Donation based on per keg or BBL **PRODUCED**.

After brew day, input online, the actual amount of beer produced in kegs or BBL and click "final"

Typical donations vary based on brewhouse size



yakimachief.com

**Last year
15,000+
lbs were
sold!**

An exciting hop blend collaboration!

We are thrilled to partner with Yakima Chief Hops to boost fundraising efforts for scholarships and education.

- ☐ The Pink Boots Blend is available to all commercial brewers with a portion of the proceeds (\$3.00/lb) benefitting PBS!
- ☐ A new blend is selected each year at GABF by Yakima Chief Hops staff and PBS members
- ☐ Order directly from the Yakima Chief website via a link on the PBS registration form
- ☐ Pre-orders accepted starting late October
- ☐ Please encourage all your brewer friends to use

THANK YOU!



QUESTIONS?

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Collaboration Brew Day Coordinator