



Handcrafted BY THE Tröegs BROS.

## Donations & Sponsorships

Tröegs Brewing Company takes pride in partnering with local nonprofit organizations through donations of our hand-crafted beer, General Store gift certificates, VIP brewery tour certificates, and Tröegs merchandise. Our objective with any donation is to help you achieve your goal of making a substantive difference in our community.

Due to the frequency and extent of donation requests, we've established the following guidelines for ourselves when considering the eligibility of organizations for donations.

### Organization Criteria

Donation requests will be considered if your organization meets the following criteria:

- Must be a public organization with 501(c)(3) tax-exempt status.
- Must be located within our local footprint: Central Pennsylvania.
- Must not be disqualified by any of the donation exemptions stated below.

**A qualified organization is limited to one donation receipt within a 12-month period.**

Tröegs Brewery will donate a maximum of **four (4) cases** of beer to any one organization. Additional beer may be purchased by the organization (or a generous person affiliated with the organization) for the event at our fantastically-low discount prices.

### Donation Criteria

Since we are a brewery, we carefully consider donations of beer to any agency/organization relating to kids, or fund raising activity that directly benefits children. It is our intention to refrain from the appearance that we are advertising our company or products to anyone under the legal drinking age.

We also choose not to donate to any event or agency relating to motor sports or involving motor vehicles. We consider it our civic duty not to mix the unmixable.

Requests for donations must be received in writing by Tröegs at **least six (6) weeks** prior to the event.

Donation requests must fit within our donation budget. We know it sounds obvious, but we have a certain amount of beer and merchandise we can give away each month. If we have hit our budget for the month in which you will need to pick up your donation, we will not be able to work with you this time around. Sorry.



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Due to increased requests, Tröegs cannot support the following:

- Organizations that are not registered charities with 501(c)(3) tax-exempt status
- Elementary or High School organizations and/or sports
- Third Party fund raising organizations
- Fraternal organizations
- Corporate events
- Solicitations to advertise
- Golf outings

#### Special Provision for Beer Donations

Unfortunately, we live in time where our donation can result in Tröegs becoming involved with litigation arising from your event. Because of this fact, we also require a full release from you and third parties against claims arising from the event, and an indemnity agreement. The indemnity agreement means that if there is legal action associated with your event and we need to have our lawyers become involved to represent our interests, then you will pay these costs. The terms of the release and the indemnity agreement are set out on the receipt [purchase order] you will receive when you pick up the donation.

**Please fill out the attached Donation Request Form and submit to:**

Tröegs Brewing Company  
ATTN: Jeff Herb  
Media & Communications Coordinator  
200 East Hersheypark Drive  
Hershey, PA 17033  
(717) 534-1297 x119  
jherb@troegs.com

Please allow 3 to 6 weeks for processing. You will be notified of the status of your request.

**PLEASE NOTE: UNLESS OTHERWISE STATED, ALL DONATIONS MUST BE PICKED UP AT THE BREWERY. PICK-UP DAYS ARE MONDAY THROUGH SATURDAY, 11 AM TO 7 PM AND SUNDAY 11 AM TO 4 PM AND MUST BE PRE-ARRANGED. NO EXCEPTIONS.**



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**CONTACT INFORMATION**

Name:	
Organization:	
501(c)(3) Number:	
Phone/Fax:	
Address:	
Email Address:	

**EVENT INFORMATION**

Title of Event:	
Location of Event :	
Date of Event: <i>(we require a minimum of 6 weeks to honor requests)</i>	
How and where are the proceeds distributed?	
Projected Attendance:	
Does event location allow beer donations?	
Does the event have liquor insurance?	
Is this a paid ticketed event?	
Are you selling beer?	
If so, please provide Special Permit No. from PLCB:	
Donation Request: <i>Case of (24) 12oz. bottles</i>	Qty:
<i>Gift Card</i>	Amount Desired: \$
<i>Other Merchandise (please explain)</i>	
Do you have a TIPS or RAMP certified bartender?	
How will you verify attendees are 21 or older?	
Date and name of person picking up donation:	
Will other beer be available at the event?	
How will Tröegs be recognized at the event?	



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**INDEMNIFICATION:** In consideration of Your receipt of this product, donated by the Tröegs Brewing Company ("Tröegs") in response to your solicitation for your event (the "Event"), You shall release Tröegs as provided below, and also indemnify, defend and hold the Tröegs and its shareholders, affiliated and related entities, directors, officers, employees, and agents, harmless from and against any and all claims, liability, injury, damage or expense incurred, including reasonable attorney's fees, expert fees, and costs of litigation (collectively referred to as 'Claims') to the extent such Claims are caused by: (i) the acts or omissions by You, Your employees or subcontractors, volunteers, or other parties acting on Your behalf in connection with the Event, (ii) any trademark, trade name, service mark, patent or intellectual property infringement claims relating to the Event, and (iii) Your breach of this indemnity or the release given in connection herewith. The indemnification, defense and hold harmless covenants undertaken by You in this paragraph shall also apply to claims made by third parties against Tröegs that directly or indirectly result from the products provided by Tröegs. Your obligations under this indemnity shall survive term of the Event for a period of 6 years. Every use of the words "You" or "Your," "Yourself" or similar terms in this indemnity or the release below shall be deemed, as applicable, to mean the organization listed on the Tröegs Donation Request or similar form that was submitted to Tröegs in connection with this donation. The acceptance of the donation shall be deemed to be made with knowledge of the terms of this indemnity and the release. This donation is also made by Tröegs with the understanding that the person or persons accepting the donation has or have the authority to bind the entity for which the donation is given to this indemnity and release.

**RELEASE:** You do for Yourself, Your heirs, executors, personal representatives, administrators, successors, assigns, agents, insurers, and subrogees hereby release, remise, acquit, and forever discharge Tröegs and Tröegs' predecessors, successors, assigns, officers, directors, employees, owners, affiliates, attorneys, agents, servants, workers, and insurers, whether named or referred to or not, from any and all Claims (as defined above), demands, and/or causes of action directly or indirectly related to the Event.

Donation / Sponsorship Signee: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_