



Donations & Sponsorships

Tröegs Brewing Company takes pride in partnering with local nonprofit organizations through donations of our award-winning beer, brewery gift cards, Guided Tour certificates, and Tröegs logo merchandise. Our objective with any donation is to help your organization make a substantive difference in our local community and beyond.

We have established the following guidelines when considering the eligibility of organizations for donations.

Organization Criteria

Tröegs will consider any request for a donation if your organization meets the following criteria:

- Must be a public organization with 501(c)(3) tax-exempt status.
- Must be located within our [distribution footprint](#)
- Must not be disqualified by any of the donation exemptions stated below.

A qualified organization is limited to one donation per calendar year or 12-month period.

For beer donation requests, Tröegs Brewery will donate a maximum of **six (6) cases** of beer to any one organization. Please note that beer cannot be used as a raffle prize in the state of Pennsylvania. If you would like to serve our beer at an event, we require a copy of the applicable PLCB permit and/or liability insurance for our records.

Donation Criteria

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

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

PLEASE NOTE: To meet our eligibility guidelines, completed donation requests must be received **at least six (6) weeks** prior to your event. Donation requests must also fit within our monthly budget. We know it sounds obvious, but we have a certain amount of beer and merchandise we can give away each month.



Due to the high volume of requests we receive, Tröegs is unable to support the following:

- Organizations that are not registered charities with 501(c)(3) tax-exempt status
- Public or private schools, scholarship funds, and school-related programs or organizations (i.e. PTA, sports boosters, etc.)
- Competitive sports teams
- 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 outlined on the last page of this document.

Please fill out the attached Donation Request Form and submit via email or USPS to:

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

You will receive an email notification when your request has been received. Once a decision is made, you will receive a formal response approximately four to five weeks prior to your event, at which time you may schedule pick-up of your donation at our brewery in Hershey, PA.

PLEASE NOTE: UNLESS OTHERWISE APPROVED, ALL DONATIONS MUST BE PICKED UP AT OUR BREWERY DURING NORMAL HOURS OF OPERATION. NO EXCEPTIONS.



CONTACT INFORMATION

Name:	
Organization:	
Employer Identification Number (EIN):	
Phone/Fax:	
Address:	
Email Address:	
Is your organization a registered 501(c)(3) nonprofit?	

EVENT INFORMATION

Name 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?	
Do you have the necessary permit and/or insurance?	
Is this a paid or ticketed event?	
Are you selling beer?	
If so, please provide Special Permit No. from PLCB:	
Donation Request:	
<i>Case of beer or other beverage</i>	Qty:
<i>Gift Card</i>	Amount Desired: \$
<i>Tour Certificate</i>	
<i>Gift Box</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?	



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: _____