

Beer, Dogs & Veterans Charity Fundraiser Program



Dogs on Deployment is a national 501(c)(3) providing an online network for military members to search for volunteers and resources available to help them during their service commitments. Dogs on Deployment relies on public charity in order to fulfill our mission. As an organization that supports active duty and veteran members and their pets, we find that breweries often make a great location to socialize, spread our mission and raise funds and awareness for our organization. After all, what veteran doesn't appreciate good beer? We hope that your brewery will take interest in our organization and participate in a Beer, Dogs and Veterans Charity Fundraiser with Dogs on Deployment!

www.dogsondeployment.org

DoD & BDV Background

About Dogs on Deployment

Our mission is to give military members peace of mind concerning their pets during their service commitments by providing them with the ability to find people and resources able to help them.

Dogs on Deployment is a national 501(c)(3) non-profit providing a central network for military members to find volunteers willing to board their pets while they are deployed or have other service commitments, making them unable to temporarily care for their pets. No pet should ever be surrendered to a shelter due to a military commitment. DoD exists to help military members keep their pets by alleviating the need for pet relinquishment from military members due to the hardships of deployments.



Beer, Dogs and Veterans

On Veterans Day 2013, Dogs on Deployment hosted our first annual Beer, Dogs and Veterans charity fundraiser at a brewery in San Diego, CA. With a small local following before our organization became a nationally known name, we hosted over 400 guests, raised over \$1000, and attracted local media. This was before we breached 100,000 fans on social media.

Our organization has grown into a popular organization, with a quarter million social media followers, and over 25,000 national users. Veterans Day is a chance for Dogs on Deployment to pair with troop-supporting breweries nationwide to promote and celebrate the service of veterans, their sacrifice and most importantly, raise awareness how local communities can effectively provide support to veterans in need. Host a Beer, Dogs and Veterans Fundraiser with Dogs on Deployment, and connect the community together through the common love of three of America's greatest passions; dogs, our troops and good beer.



Hosts from BDV 2013 in San Diego, CA

BDV Overview

How it Works

We want to partner with you. Get exposure and kudos for your brewery by hosting a Beer, Dogs and Veterans Fundraiser with Dogs on Deployment. We'll do all the leg work, we just need your support.

Our target audience for our Beer, Dog and Veterans Fundraisers is:

- 42% adults between ages of 25-44
- Both men and women, targeted 60% women, 40% men
- Largest targeted geographical locations are Virginia, California, Texas, Florida, North Carolina, Georgia, Colorado, Washington State and the Northeast region
- Active supporters to the veteran and pet communities
- Must love beer!

What we do for you:

- Promote the event to our national social media followers of over a quarter-million fans
- Promote the event to local news sources, and encourage news coverage on the day of the event on location
- Recruit other veteran/pet related non-profits to join in the festivities
- Encourage company participation through sponsorships and attendance
- Provide marketing materials for your brewery and distribution
- Send out online, exclusive invitations to local fans and supporters
- Include event on our online Event Calendar at www.dogsondeployment.org

What we need from you:

- We prefer that BDV Charity Fundraisers occur Friday—Sunday as many military members are unable to attend events during the week, however, a fundraiser may occur on any day.
- We ask a minimum that \$1/pint, or minimum of 10% from the event will be donated to Dogs on Deployment at the completion of the event. At the discretion of the brewery, more may be donated with our appreciation!
- We ask for leads on local vendors who may be interested in sponsoring the event, food-trucks or mobile food vendors if food is not available by the brewery, and more.
- We ask for leads on local entertainment that may be willing to participate in the event.
- We ask that our provided promotional materials be displayed at your facility at least 30 days before the event. We ask that the event also be shared on your brewery's social media pages.
- We ask that events be made dog-friendly!



Example of BDV Promotion Materials featuring YOUR brewery!

Host a BDV Fundraiser

Sign Up Form

Email the following information to BDV@dogsondeployment.org and let's get planning!

- Brewery Name
- Point of Contact (Owner, manager, etc)
- Phone number
- Email
- Physical address of brewery
- Website of brewery
- Facebook/Twitter/IG links for brewery
- Is your brewery dog friendly?
- Is food available on-site? Will food vendors be coordinated by the brewery?
- Is entertainment provided by brewery?
- Is there a sound system for a presentation by DoD volunteers?
- What is your brewery willing to donate to Dogs on Deployment for hosting the fundraiser?
- What date are you willing to host the fundraiser? From what times?
- Is there anything else you would like to share?

We hope to have the honor of hosting a Beer, Dogs and Veterans Fundraiser with your brewery! Cheers!



PAST BDV CHARITY FUNDRAISERS

- ⇒ Butcher's Brewing in Santee, CA (2013)
- ⇒ O'Connor Brewing in Norfolk, VA (2014)

