



Company, Incorporated  
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(970) 221-0524 • Fax (970) 221-0535  
[www.newbelgium.com](http://www.newbelgium.com)

To: All agencies and committees responsible for activity in Olin Park

I am writing this letter as an introduction of our traveling festival the "*Clips of Faith Beer & Film Tour*," to your department, and to express our interest in hosting our event this year in Madison. It is a touring celebration of the creative expressions of both brewing and film. In addition, the tour will raise monies for Bicycle-based non-profit groups in each town we travel to, and we'll do that with one of the most responsibly sustainable festivals around. As a city that appreciates creativity, sustainability, and local advocacy, we see Madison as having tremendous potential for our message and our event.

This year we will visit 14 other cities in the U.S. promoting the same message in each town, and attempting to rally people to celebrate the creativity in all of us. These cities include Kansas City, St. Louis, Reno, Raleigh, Flagstaff, Missoula, Athens, and more! This year we would be grateful for an opportunity to collaborate with the city of Madison and produce a great event that we can enjoy for years to come. Once we find a city that works for us, our goal is to establish a long lasting relationship that allows for years of successful and mutually beneficial community events. This is the first year of the Clips of Faith, and we envision that it will grow to become an important film event across the United States into the future. We invite you to be one of the inaugural cities!

I have attached a copy of a basic description of our event. More information will be found in the near future at [www.newbelgium.com](http://www.newbelgium.com). Please feel free to reach me at anytime with questions, concerns, or comments. I'll gladly get you any other information that you feel might be helpful.

Cheers,

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### **Proposal for the 2010 Clips of Faith Beer & Film Tour**

City: -----Madison, WI  
Benefiting Organization: -----Bicycle Federation of Wisconsin  
Proposed Event Date: -----June 16<sup>th</sup>, 2010  
Proposed Event Setup: -----June 16<sup>th</sup>, 2010: 10:00 a.m. – 7:00 p.m.  
Proposed Event Teardown: -----June 16<sup>th</sup>, 2010: 10:00 p.m. – June 17<sup>th</sup>, 2010: 12:00 a.m.  
Event Location: -----Olin Park  
Event Hours: -----7:00 p.m. – 10:00 p.m.  
Expected Attendance: -----500 – 1,000 people

#### **Contact information:**

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Thank you for taking the time to read about the Clips of Faith Beer and Film Tour. Below you will find a brief description of all the elements of our event. Should you have any questions regarding this event, please feel free to call/email us with questions or concerns.

#### **Background of Clips of Faith**

New Belgium has been hosting its own festival series called “The Tour de Fat” for over ten years. In that time, we’ve grown the event to be a 13 city tour that hosts up to 50,000 attendees annually, and has raised over \$1.5 million dollars for bike advocacy groups. It was the success of this tour that inspired us to create another event that could give back to the smaller communities that support us, as well as raise monies for local groups in those towns.

The “Clips of Faith Beer and Film Tour” is inspired by New Belgium’s love of both creative beer making and a longtime love of amateur filmmaking. We’ve hosted a Bike In Cinema at the brewery in Ft. Collins, CO for the last seven years, and we want to take that fundamental idea on the road, and invite our fans to create the content that we share. We will host an on

line film competition in the spring of 2010, and the cream of that crop will be compiled into an hour long film that we'll bring to your town.

In addition to the film, we've got a series of "hard to get" beers that we're particularly proud of, some of which will only be available on the Clips of Faith Tour, that we'll highlight as a "sampling" for an hour and a half prior to the film.

### **Clips of Faith's Mission**

Our goal is to plan with local communities a fun, green, and enlightening event that assembles and celebrates the multiple facets and subcultures of our collective creative, while earning revenue for Non-Profits who promote cycling as environmentally sound and sustainable transportation.

### ***To Accomplish our Mission we:***

- Help event attendees discover the history and industry of craft brewing.
- Encourage alternative transportation and provide everyday life alternative commuting solutions for event attendees.
- Foster authentic relationships within the local communities where NBB distributes its product.
- Provide free public outreach opportunities for environmental, cycling, and social non-profit organizations.
- Offer creative fun for our consumers based around the joys of beer and film.
- Collaborate with our distributors in order to maximize our brand's potential.
- Operate a green tour in which every effort is made to provide alternative energies to power the event's needs while composting/recycling all event by-products.

### **Components of the Clips of Faith Events**

#### **Food**

We invite local food vendors to sell food the day of the event. Two or three vendors will be the limit depending upon city. All vendors must obtain the appropriate permits through the health department in order to sell food at the event. All vendors are encouraged to donate a percentage of profits to their charity of choice. We place an emphasis on finding local vendors with a commitment to a locally grown, organic, sustainable menu.

#### **Beer**

Beer is sold at each Clips of Faith event. All beer is the product of New Belgium Brewing Company. The brands of beer to be sold are a variety of rare offerings from our portfolio. We will be offering "samples" of the beer in 3 oz. portions, and limit the amount of beer that an individual can consume. Our goal is to highlight the quality, not the quantity. All volunteers in contact with the beer will receive TIPs Training, or the locally relevant responsible serving training. Our local wholesale distribution company will provide Beer delivery, and all dispensing equipment. All beer is sold to the primary non-profit who then

sells the beer to event attendees. The primary non-profit retains all proceeds from beer sales. This is the primary source of income for non-profits.

### **Amplification**

During the first hour and a half of the evening, we'll have amplified music playing in the background of the event. For the last hour and a half, the film will be amplified. Any amplification will be limited to local sound regulations.

### **Merchandise/Sponsorships**

A variety of New Belgium Brewing Company and Clips of Faith merchandise (t-shirts, hats, etc.) will be sold at the event. We invite the non-profit organization to sell our merchandise and retain 50% of all sales (all profits). Aside from this booth and the beer tent, we do not sell vendor spaces, nor do we sell additional sponsorships. We try to keep the event from feeling like a tradeshow or a typical street fair, and by eliminating the extra booths, we allow some protection for attendees to enjoy the show and not feel like they have to spend the day fending off vendors and ad messages.

### **Education**

Non-profits are encouraged to set-up information booths about the local events and issues in each town we visit. The invited non-profits are of environmental, cycling, artistic and social origin. The event attendee will learn about the history and future of cycling globally and locally, as well as the different issues facing their city.

### **Non-profit Opportunities**

New Belgium does not directly profit from each event. Our non-profits will sell the beer and retains beer proceeds. To do so, they are also responsible for attaining state and city permits, ID checking, wrist-banding attendees, and responsible service. New Belgium additionally insures them and makes great effort to ensure they are educated and prepared to safely manage alcohol sales. In addition, the non-profit will sell New Belgium merchandise and retain 50% of gross sales.

### **Security**

New Belgium hires either off duty police officers or private security at each event. Security specifications are dependent upon the requirements of the state and local government in each city. Over 21 event attendees are identified by showing valid ID and are marked with wristbands to signify beer-drinking privileges. Beer is not sold to anyone showing visual signs of intoxication. Security is present at identification and beer ticket sales booth as well as inside the beer-garden. New Belgium Brewing Company and the associating non-profit organizations will meet all required security considerations. **Safety is our number one concern! We understand that the future of our tour lies in our ability to safely promote and conduct all Clips of Faith activities.**

### **Insurance**

New Belgium Brewing Company insures all participating parties involved in the Clips of Faith. New Belgium will provide certificate of insurance matching requirements made by that of the city or other participating organizations.

### **Marketing the Clips of Faith**

Media partners include local newspaper and Non-Profit radio. Clips of Faith ads are placed in local alternative newspapers to run the 3 weeks prior each event. We usually work with public/non-profit radio stations and work out a cross-promotion between our organizations. Clips of Faith posters and flyers will be available two months prior to the event and are distributed in bike shops, through other non-profit organizations, community boards, grocery stores, coffee shops, and establishments where New Belgium products are sold.

### **Rental equipment/Sound**

Tents, tables, chairs, portable toilets, and barricades, are rented for each Clips of Faith event. Tables do not exceed 30 and tents erected do not exceed 20'x20' feet. Typically, 15 10'x10' tents are erected at each event. We provide our own sound system/projection and screen. The screen is a 30 ft. inflatable, which will be secured via water barrels. Video is a 6,000 lumen system, and sound is four 450 watt speakers. The system is powered completely off the grid from a solar-fueled battery system we travel with. The entire event is completely unplugged. Greater specs on any part of the system can be provided upon request.

### **Planning, Permitting, Site-planning**

All event planning is in conjunction with a professional event planner from New Belgium Brewing Company as well as the lead person of the associating non-profit. All state and city permits are obtained by New Belgium, with the exception of alcohol permits, which are obtained by the associated non-profit organization. Permits include the state and city alcohol permit, venue permit, sound and structure permits when needed. After the venue permit has been established a site plan is created and submitted to the necessary parties for approval. A detailed manual is supplied to the non-profit to use as a reference during the planning of the event. Any and all permits/restrictions will be adhered to in order to ensure compliance and seamless operations by New Belgium with the City.

