



BREWERS ASSOCIATION

DIVERSITY & INCLUSION EVENT GRANT PROPOSAL GUIDELINES



2021 EVENT GRANTS CYCLE

Funding priorities for the Diversity & Inclusion Event Grants program are for events that promote and foster an inclusive and diverse craft brewing community for brewers, industry partners, and beer lovers.

STRATEGIC GOALS FOR THE DIVERSITY & INCLUSION EVENT GRANT PROGRAM

1. Increasing access to and responsible appreciation of craft beer for underrepresented populations and those who have experienced barriers to access to the broader craft brewing community.
2. Promoting employment and ownership opportunities in the craft brewing community for members of underrepresented populations and members of the craft brewing community who have experienced barriers to access and advancement.
3. Events that celebrate the diversity of the craft brewing community and increase the visibility of underrepresented groups and experiences.
4. Events that increase the cultural competence and increase the adoption of diversity, equity, and inclusion best practices among members of the broader craft brewing community.
5. Events that leverage the strengths of the craft brewing community to fight injustice, eliminate disparities, and provide solutions to an array of challenges that impact those who produce and enjoy craft beer.

GENERAL GUIDELINES FOR PREPARING PROPOPALS

- Make the connection between the grant program's funding priorities and your event early and often.
- Start early and make time to ask for assistance if needed. We are happy to help!
- Make sure you answer all questions and provide all supporting documentation requested.
- Be brief, explicit, and specific when writing your narratives.
- Be realistic in designing the event and budget.
- Make the case that you have the knowledge, resources, and experience to execute a successful event.

BUDGET YEAR

The budget year for the 2021 Diversity & Inclusion Event Grant cycle is abbreviated due to the COVID-19 pandemic. It runs from May 10 thru December 31.

DURATION OF FUNDING

Funding commitments are for an event or series of events that will be completed by the end of the budget year.

ELIGIBILITY

All individuals and organizations are eligible to apply. Priority is given to 501c3 nonprofit organizations.

MAXIMUM AWAARD AMOUNT

Requested funds should not exceed 25% of the proposed budget and may be awarded up to \$5,000.

PROPOSAL SUBMISSION WINDOW

Proposals will be accepted on a rolling basis from May 10, 2021, through November 1, 2021.

LEAD TIME

Proposals should be submitted at least six (6) weeks prior to the date of the event.

NOTIFICATION DATE

Notification of receipt will be provided within 5 business days of submission. Funding decisions will be provided within 30 days following notification of receipt.

ADHERENCE TO BREWERS ASSOCIATION POLICIES

Event organizers, vendors, and volunteers must adhere to the [Brewers Association Code of Conduct](#), and all marketing collateral, social media messaging, signage, and communications about the event must adhere to the [Brewers Association Marketing and Advertising Code](#).

Thank you for your proposal!

Please direct questions or comments to:

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