



BENEFITING



# Brewery Registration Form

We are excited to invite you to Sweet Home Brews 2023, a beer-tasting event benefitting the Ronald McDonald House Charities of Alabama!

This annual craft brew event, hosted by RMHCA's Junior Board, brings together some of the best Southeastern breweries in one place for a fun night to support RMHCA's mission. The voter's choice award gives one deserving brewing big bragging rights and a traveling trophy until Sweet Home Brews 2024!

Proceeds from Sweet Home Brews 2023 will help RMHCA cover the costs of 160 nights for families staying at the Ronald McDonald House in Birmingham. Guest families are never charged - no matter the length of stay, diagnosis of their child, or household income.

**Sweet Home Brews is being held at Birmingham's beloved Pepper Place on Friday, October 6, 2023 from 6 .m. – 9 p.m.**

## What we provide:

Promotion of brewery name and/or logo on social media, event website, RMHCA website

Mention in the Ronald McDonald House Charities of Alabama e-newsletter to 6,000+

One 10' x10' booth space

One folding table and 2 chairs

Ice

Instructions for set-up

A targed local audience and brand awareness

**Exposure to 300-400 beer enthusiasts!**

## What you will need:

Beer tastings for 300-400 attendees

Taps, regulators and coil boxes (if necessary)

A high resolution copy of brewery logo

Signage/decor for your brewery's booth

10' x10' pop-up tent (optional)

Marketing materials and/or promotional items (optional)

Any equipment you may need including ice chests, hand trucks, etc.

Staff/volunteers for your space

(We will provide volunteer assistance upon request)

**Yes! We want to participate in Sweet Home Brews 2023!**

\_\_\_\_\_  
Brewery Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City, State Zip, Code

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

\_\_\_\_\_  
Brewery Website

\_\_\_\_\_  
Social Media Handle

Will you bring a 10' x 10' pop-up tent?

- Yes
- No

What is preferred communication method?

- Email
- Phone

Please return this form, along with a high resolution version of the Brewery's logo to [Kelsey.Seehase@rmhca.org](mailto:Kelsey.Seehase@rmhca.org).

Questions? Please call Kelsey Seehase at 205.638.7319