



## Montana Brewshed® Alliance



### Partnership Overview

Water always runs downhill and that's why Montana Trout Unlimited (MTU) created the Montana Brewshed® Alliance -- to highlight the importance of clean water for conservationists and brewers alike. When water flows through a landscape it picks up natural minerals that give it a distinct local flavor. However, water can also pick up pollutants that can damage downstream beer and fresh water supplies. When MTU accomplishes our mission to conserve, protect, and restore Montana's amazing trout streams and their watersheds, we also protect superior downstream beer and community water supplies – that is what we call the Brewshed connection.



MTU achieves our mission by advocating for clean water, robust streamflows, and naturally functioning watersheds. We work with diverse partners, including local, state, and federal agencies, landowners, businesses, and our network of 13 chapters and over 4,200 members statewide. The Montana Brewshed® Alliance program is an exciting way to engage conservation allies who have a vested interest in our work. By working with local breweries, distilleries, cider houses, coffee roasters and others to host local events, we have the opportunity to educate the public and garner support for our effort to protect clean water and the local brewshed. Creative engagement will help support our work, protect your product, and raise awareness about our organization and your company.

### What does it mean to be a Brewshed® Alliance partner?

We want Brewshed® Alliance partners who value clean, healthy, naturally functioning watersheds and who serve great brewed beverages. When a business decides to join the Brewshed® Alliance they solidify their interest in protecting cold, clean water that flows from pristine headwaters and finishes in their patrons' glasses. Your support can take many forms: friend-raising through hosting & participating in events, sharing MTU's conservation work through social media & conversation with patrons, and participating in conservation initiatives that are meaningful to each individual partner.

We also believe that the word “partner” means a mutually beneficial relationship. MTU hosts a Brewshed® Alliance webpage, uses social and traditional media to promote our partners, and alerts the public and our members to all Brewshed® Alliance events and efforts. Our thousands of members and followers will know about everything you do as a Brewshed® Alliance partner.

## Partner Expectations

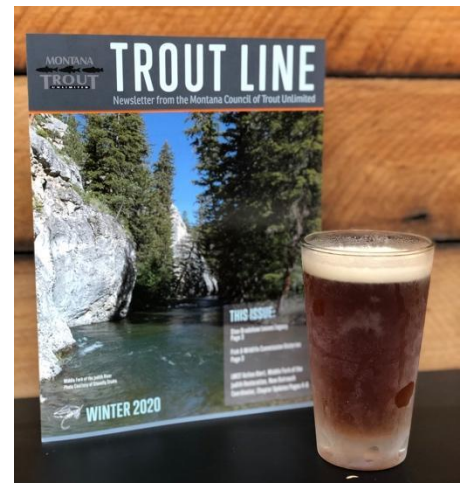
Your partnership signifies a commitment to protecting watersheds in Montana that leads to high quality clean water sources and superior downstream brewed beverages. We offer a very general menu of opportunities for partners to undertake each year BUT we welcome partners to be creative and find new unique ways to promote the Brewshed® Alliance and our work that will inspire patrons and fit each partner’s community and priorities.

## Minimum Requirements

Partners are expected to participate in either List A or List B each year. There are no mandatory events a partner must participate in, but rather partners may choose from the options we set for the year. We encourage other ideas for participation as well, if the following do not fit into your giving structure or if you just have other great ideas!

### A. Choose Two Activities

- Montana Clean Water Week event, May 7-13, 2023 (National Drinking Water Week). Host an event to advocate for clean water. Donate a percentage of day’s sales or \$/beverage sale to MTU
- Host a Brewshed® Alliance event – Happy Hour, Pint Night, Trivia Night (Trout fishing and clean water trivia!), recreation or conservation film screening, etc. Be creative! Donate a percentage of day’s sales or \$/beverage sale to MTU
- Create a charity beverage for the Brewshed® Alliance based on elements of your watershed (bull trout stout, headwater hefeweizen, etc.). Donate a percentage of sales to MTU
- Donate beer or other beverages for a MTU event
- #GivingTuesday Happy hour - #GivingTuesday is the charity counterpart to Black Friday and Cyber Monday. On the Tuesday following Thanksgiving, donate \$1/beverage sold to MTU



- Sign on to an MTU comment letter for a conservation issue important to you, or author your own editorial/letter on an MTU issue

**OR**

### **B. Choose One Activity**

- Make an in-lieu donation of \$250 by December 31, 2023, to MTU
- If you have completed one item in Column A, make an in-lieu donation of \$100 by December 31, 2023, to MTU

## **Partner Engagement**

Partners are expected to engage with the Brewshed® Alliance in some of the following ways:

- Share Brewshed® Alliance events and posts on your social media and website
- Display Montana Brewshed® Alliance certification in the brewery
- Take action and sign on to a letter for a conservation issue meaningful to you
- Keep MTU/MTBrewshed® Alliance informed about brewery sustainability, water use, or water quality issues that are relevant to your business and conservation in general.

## **Partner Benefits**

This is an exciting initiative for us, so we hope that the Brewshed® Alliance will be dynamic and creatively tailored to each partner's needs and interests. The benefits largely include brand exposure, event opportunities, extra traffic during events, and residual extra traffic from publications and publicity. Specific benefits include:



- Protecting the high-quality, healthy water sources used to brew the delicious products you make and we enjoy in Montana
- Exposure to over 5,000 of our members and a much wider following of anglers and conservation-minded Montanans
- Brewshed® Alliance certification to display in your place of business

- Event specific social media exposure for all partners.
- Regular features in MTU's newsletter, website posting, and social media
- Brewshed® Alliance apparel for your business, employees, and customers
- A chance to engage in conservation work in Montana that is meaningful to your business

**YES! We would like to join the Brewshed® Alliance!**

Name \_\_\_\_\_

Business \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Please return a copy of this signed document and a high-resolution logo file to Bill Pfeiffer, MTU Outreach Coordinator, at [bill@montanatu.org](mailto:bill@montanatu.org).