



Mission Monday Program

Blue Stallion Brewing Co.

610 W. Third St. Lexington, KY 40508

877-928-2337

Each Monday Blue Stallion Brewing donates 10% of taproom sales (after taxes) to Lexington area non-profits (501(c)(3)). Each week an organization with a worthy cause gets to educate people on their mission. You get to drink great beer and everyone benefits! The Mission Monday program gives us a chance to give back to Lexington and the community that's been so supportive.

The idea is for these organizations to use the events as a platform for their cause, educating the public about the challenges they face. At the same time, they can host their own fundraiser while earning additional funds from sales at the bar.

It can be boiled down to this: we give you the space for free to run any type of fundraising or education activity you want, and you also receive 10% of sales from the taproom in addition to the funds you raise.

Successful Events

There are some traits the most successful Mission Monday events have shared in common:

- Promoted the event to their network and on social media weeks ahead of time
- Hosted their own fundraising activities during the event. Some examples are:
 - Silent auction
 - Raffle drawing
 - Games w/ prizes
 - Soliciting sponsorships/pledges
 - Bake sale
- Communicated with Blue Stallion staff about their plans so we could provide the best assistance possible
- Brought promotional materials to clearly identify the event to other patrons

What Blue Stallion Provides

This is what you can expect from Blue Stallion if your organization is involved with Mission Monday:

- Use of the lounge space to host your event
 - You can use several tables for fundraising activities, promotional materials and signage
- Promotion on Blue Stallion's social media channels during the week leading up to the event
- Listing for the event on Blue Stallion's website calendar

- A check for 10% of taproom sales after tax, made out to a 501(c)(3) organization, within a week of the event

Requirements

We only have a few requirements for organizations we select for a Mission Monday event:

- Organizations must make a real impact in the community locally or regionally
- The organization benefitting from the event must be a 501(c)(3) not-for-profit. Groups raising money for non-profit organizations are fine, but the check will only be made out to the non-profit itself.
- All decorations, promotional materials, and trash will be cleaned up at the conclusion of the event
- Blue Stallion does not host Mission Mondays for the following:
 - Organizations or groups whose sole purpose is political in nature
 - Organizations who promote discrimination in any way

Interested groups can contact Blue Stallion Brewing by filling out a contact form on this page:

<http://bluestallionbrewing.com/missionmondays/>