

ARIZONA
"CELEBRITY"
BARTENDER
Challenge



PRESENTED BY





A NOTE FROM A LIFE STORY FOUNDATION

To Event Organizers and Celebrity Bartenders:

Thank you for your interest in supporting the A Life Story Foundation. The Foundation's mission is to raise awareness and create action to discover effective treatments, and ultimately a cure for ALS.

Currently ALS (more commonly known as "Lou Gehrig's Disease") is a fatal disease with no known cause. It rapidly robs a person of the ability to walk, speak, and ultimately breathe, while the mind remains fully intact and imprisoned. Shortly after his diagnosis with ALS in 2012, founder Kevin Swan quickly realized how few people knew of this devastating disease. He has made a commitment to share the challenges of ALS, one story at a time, to ensure we find a cure for this horrific disease.

A Life Story is proud of the collaborative relationship established with research facilities, hospitals and clinics, vendors, pharmaceutical companies, and other businesses and organizations working together to support those affected by ALS and ultimately find a cure. The money you help raise will be invested in research. It is our belief that ALS is not incurable, it is simply underfunded.

We want to ensure your experience as an event organizer, bartender, or sponsor is valuable and meaningful. We welcome your feedback and suggestions as to how we can provide sponsorship and participation opportunities that maximize the dollars spent and provide you the best return on investment possible.

Thank you for considering an investment in and partnership with A Life Story Foundation. We look forward to working with you and leveraging the collective power of people, businesses, and organizations to change the lives of those living with ALS.

Sincerely,

Kevin

Kevin Swan
CEO and Founder
A Life Story Foundation



CONTENTS

For Sponsors	4
For Celebrity/Guest Bartenders	5
Sponsor Registration	6

ABOUT THE CELEBRITY BARTENDING EVENT

About This Event:

Local celebrity bartenders will make cocktails, pour drinks, and compete to raise money for the foundation via tips, sponsorships, and donations. Guests are invited to a unique event that combines a relaxing after-work, happy hour atmosphere, cocktails and delicious hors d'oeuvres, shopping (fabulous silent auction items), and networking. Come help fill the tip jars in support of A Life Story Foundation!





CELEBRITY BARTENDING EVENT - SPONSOR LEVELS

PRESENTING SPONSORS - \$2,500

The celebrity bartending event will be listed as "XYZ Company Presents: A Life Story's Celebrity Bartending Event" or "Celebrity Bartending Event, Presented by XYZ Company." The title sponsor's name and logo will appear on all event communications.

HAPPY HOUR SPONSOR - \$1000

Underwrite expense for appetizers and hors d'oeuvres for the guests. Signage will be provided at the appetizer stations and sponsor will be featured on all pre-event marketing.

CELEBRITY SPONSOR - \$500

Individuals and companies can support their favorite bartender by being a celebrity sponsor. Signage will be provided at the celebrity's station during their shift.

FOUNDATION CHAMPION - MATCH THE TIPS

Be a champion of A Life Story Foundation by agreeing to match the tips made during the night of the event! Every dollar raised goes directly to the cause. You will be contacted after the event with the total amount raised and information on how to make your donation.



FOR CELEBRITY/GUEST BARTENDERS

Congratulations on your choice to participate in this phenomenal event!

You will have between now and the night of the event to help fundraise for A Life Story Foundation. This event is a friendly competition between you and other peers in the community. We encourage you to engage your network and have a lot of FUN!! Each bartender should strive to:

- Recruit a minimum of 10 contacts who will attend the event (there is no limit to the number of people who can attend, but please ensure 10 people have purchased a \$25 ticket and will attend on your behalf).
- Actively use your Personal Fundraising Page the organization will create for you. Send the link for your personal page to your network of friends, co-workers, and others (\$500 goal per bartender).
- Utilize your social media platforms, connect to our event page and share with your audience.
- Recruit a sponsor who will sponsor your personal bartending station for \$500.
- Raise a minimum of \$300 in tips at your station during the event.
- Optional: Acquire an item for the silent auction.
- If you work in a business location, consider asking your company to support you and this cause by allowing you to collect tips at work (keep a tip jar on your desk), sponsoring your station, and promoting your involvement in the community.

Every dollar you are responsible for raising on your online page, in sponsorships, in tips the night of the event, or for the sale of an auction/raffle item at the event is added to your total. The celebrity bartender who raises the most money by the close of the event will win! Yes, there will be bragging rights – but you will also win a great prize to thank you for your efforts!





SPONSOR REGISTRATION

Online registration is available at **Celebrity Bartending Challenge** or by clicking on the links below. You may also choose to complete this Sponsor Registration Form and return it to A Life Story Foundation. Checks should be made payable to A Life Story Foundation and all forms and payments must be received by Oct 19, 2018. Sponsor benefits begin when payment is received.

Please print the organization's name exactly as you wish it to appear on promotional materials.

- Contact Name:
- Company Name:
- Address:
- City, State, Zip:
- Telephone:
- Email:
- Type of Product/Service:
- Door Signature:

For online registration/payment, click on the following link: **Celebrity Bartending Challenge**

To register manually, please select your 2018 Celebrity Bartending Event sponsor commitment:

- Title/Presenting Sponsor \$2500
- Celebrity Bartender Sponsor \$1000
- Happy Hour Sponsor \$ 750
- Foundation Champion - Will match tips up to maximum of: \$_____

In-Kind Contributions (Please list the item(s) you are providing, and the approximate value of your contribution):

Item Name/Description	Quantity Donated	Value of Contribution
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total Dollar Amount Enclosed: _____

- Check (Must be included with form)
- Credit Card
- VISA MasterCard Discover AMEX

Name on Card:
 Credit Card Number:
 Billing Zip Code: Expiration Date: Security Code:

A Life Story Foundation is a 501(c)(3) nonprofit public charity as designated by the IRS. The Foundation's EIN number is 45-5416505 . The Foundation is also registered in the State of Florida, Registration No. CH42270. A copy of the official State registration and financial information may be obtained from the Division of Consumer Services by calling 800-435-7352 within the State of Florida. Registration does not imply endorsement, approval, or recommendation by the State.

Thank you for your partnership and support.

