

PINTS FOR PAT

Official Hosting Playbook





RAISE A GLASS TO PAT TILLMAN AT PINTS FOR PAT

ABOUT PINTS FOR PAT

Prior to joining the Army, Pat would often ride his bike to Rúa Búa his favorite Irish Pub in Tempe, Arizona. Pat spent many days sitting in the dining room while relaxing with a pint of Guinness and studying his Arizona Cardinals playbook. One day, he brought his own Imperial 20-oz Guinness pint glass to the pub engraved with his ASU football #42. He asked the bartender to keep the glass behind the bar where it was stored on the top shelf so it could easily be located when he stopped by for a pint.

Shortly after the attacks on 9/11, Pat made the decision to leave his football career behind and join the Army Rangers. Prior to deploying, he came in for a pint and rather than taking his #42 glass with him, he asked the bartender to keep it on the shelf until he returned. After the tragedy of his death, Pat's pint glass remains on the shelf of Rúa Búa's back bar today. In Pat's honor, Steve Goumas, owner of Rúa Búa Irish Pub, started this event to bring together friends, family, and those who wish to celebrate his legacy. Pints for Pat is now a family and community tradition in cities outside Tempe including New York, Boston, and Chicago. All proceeds from Pints For Pat events support the Tillman Scholars Program.

Help us continue the tradition by hosting a Pints for Pat event! Together, let's raise a pint for Pat!

ABOUT THE PAT TILLMAN FOUNDATION

The Pat Tillman Foundation identifies remarkable veterans and military spouses as the next generation of leaders and helps them scale their impact as they enter their next chapter of service beyond self through academic scholarships, lifelong leadership development, and a global community of peers and supporters. For more information on the Pat Tillman Foundation and the impact of the Tillman Scholars, visit pattillmanfoundation.org.

ABOUT HOSTING A PINTS FOR PAT EVENT

We're thrilled you are hosting a Pints for Pat event. All Pints for Pat events can look different, and we hope you will find what works best for you and your community. Pints for Pat are a great way to spread organizational awareness and raise necessary funds. You can create a fundraiser event and sell tickets as donations to the Pat Tillman Foundation! If you would prefer to make your event admission free, you can include additional ways for donations during the course of your event. You can choose whether or not to host a silent auction or raffle, sell PTF Merchandise, sell Pints for Pat commemorative pint glasses, sell drink or raffle tickets. In addition, some venue hosts are willing to donate sale proceeds back to the organization as well. We encourage you to be creative and find what will work best for your group.



ORGANIZE A SILENT AUCTION OR RAFFLE

Let's Organize A Silent Auction or Raffle!

So you want to host a silent auction or raffle? Great! We want to provide some insight for organizing a successful silent auction or raffle.

Items that always do well at silent auctions and raffles are autographed memorabilia, gift cards or certificates to companies, restaurants and hotels, unique gift sets, etc. Businesses & vendors to consider reaching out to for in-kind donations:

- Local and national NFL, MLB, NBA, NHL, NCAA, WNBA, MLS, etc.
- Local restaurants, bars and breweries
- Local and global clothing shops and retailers
- Major manufacturers
- Local zoo, parks, and festivals
- Transportation companies

Begin reaching out at least **8 weeks** prior to your event. This gives vendors enough turn around time to make internal asks and cover all shipping time needed to get items to you. The more asks you make, the better your odds are. Don't be discouraged if some companies say no! For every no, there is always another yes around the corner. You will be provided with an in-kind donation form template.

For your silent auction, you can host this strictly on site or decide to take it digital and broaden your bidding pool. During the duration of your event, you can make your silent auction live online so individuals who cannot attend are also still able to participate. Create QR codes so guests can scan and bid for those silent auction items online as others are doing globally as well. Make sure you close the online auction at the same time it closes at the event.

If you are choosing to host a raffle on site, you can sell tickets for your raffle boxes. Price the raffle tickets at whatever price is comfortable to you, but here is a mock breakdown:

1 ticket for \$5
3 tickets for \$10
8 tickets for \$20
25 tickets for \$50
50 tickets for \$100



TIPS FOR SUCCESSFUL P4P FUNDRAISING

Let's get into fundraising! We at the Pat Tillman Foundation want to make sure you are set up for a successful event. Below are some methods we have learned along the way for a successful fundraiser event:

1. Host a raffle and/or silent auction

- Create raffle baskets and gather a robust inventory of premiere items that guests will want to win! For larger impact, you can create an online silent auction (consider using a platform like givebutter.com) so people beyond the event can also participate.

2. Sell tickets for your event!

- Consider charging an entry fee for your Pints for Pat! Depending on where you choose to host your event and who is sponsoring it, you can best determine how much to charge the attendees.

3. Consider a 50/50 as well. You can sell raffle tickets and split the profits with the winner

- This is a great way to get buy-in from your guests and support PTF. People love to win, especially a sum of money!

4. Sell PTF Merchandise and P4P pint glasses on site

- You can get items wholesale from our PTF website or get wholesale pint glasses from our wholesale supplier. If you would like to purchase wholesale items for your event, please reach out to gmurphy@ptf.org.

5. Drink sales

- Connect with your venue host about allocating percentage or dollar amount from drink sales (i.e. \$1 per beer sold, 20% of all drink sales, etc) to PTF. Alternatively, work with your venue to sell drink tickets at an agreed-upon amount, with the overage benefitting PTF.



MARKETING TOOLS AND TIPS

The key to any successful event is marketing, and Pints for Pat is no different! Here are some helpful tips and tricks that will help spread the word about your event, sell tickets, and inform your audience.

1. Post your event on social media! Use the provided [social media templates](#) and share this out with your social networks including information about your event! When you post, make sure to tag the @pattillmanfnd on instagram!
2. Work with your venue to see if they will post your event on their social channels as well to help boost engagement! You can also see if they will approve printed flyers or event promotion in their facility the week leading up to your Pints for Pat.
3. Send out an email blast to potential donors, friends, coworkers and local residents. You can even share the event information on local community pages on Facebook.

As mentioned, the foundation will provide one guaranteed email blast to our donor base in your region to help spread the word!

We ask that marketing materials for your event adhere to our brand guidelines on the pages 6 and 7 of this document.



PTF BRAND GUIDE

PAT TILLMAN FOUNDATION BRANDING



#002855
RGB (0, 40, 85)
CMYK (100, 53, 0, 67)
PMS 648C



#00A9E0
RGB (0, 169, 224)
CMYK (100, 25, 0, 12)
PMS 299C



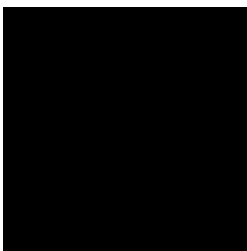
#EFA00B
RGB (239, 160, 11)
CMYK (0, 33, 95, 6)
PMS 137C



#000000
RGB (0, 0, 0)
CMYK (0, 0, 0, 100)

*We consider the color gray to be a shade of black. When creating content and wanting to use this shade, please set black to 80% transparency (PMS 432C) for dark gray. For light gray, set black to 20% transparency (PMS 420C).

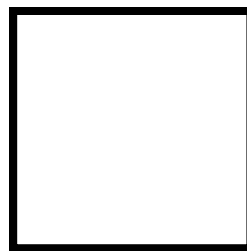
PINTS FOR PAT BRANDING



#000000
RGB (0, 0, 0)
CMYK (0, 0, 0, 100)



#EFA00B
RGB (239, 160, 11)
CMYK (0, 33, 95, 6)
PMS 137C



#FFFFFF
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)

FONT GUIDELINES

PASSION

- Must be capitalized
- Use for titles/headlines

Lato

- May be bolded/italicized
- Use for body/captions

Holiday

- Primarily for social media use
- Use as accent for social posts



PTF BRAND GUIDE

APPROVED LOGOS

These are the approved versions of the PTF logo that are available for use. Determining which logo to use is based on audience, placement of the logo, and the formatting of the document or object. To make sure the logo remains readable, no content should breach the clear space around the logo.

If at any time you are not sure which logo to use, please contact the marketing team for guidance.

HORIZONTAL STACKED

This logo is PTF's primary logo and is used primarily for digital content.



STACKED T BUG

This logo is for most digital uses and should be the default logo used for any promotional materials on social media and merchandise.



PAT TILLMAN
FOUNDATION



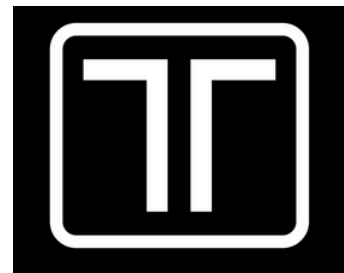
PAT TILLMAN
FOUNDATION



PAT TILLMAN
FOUNDATION

T BUG

This logo works best to accentuate existing PTF presence, such as social media posts, the email newsletter, on merchandise as an accent, and in your email signature.





FREQUENTLY ASKED QUESTIONS

Thank you for your interest in hosting a Pints for Pat! These events play an important role in raising awareness and funds for the Pat Tillman Foundation (PTF). Your support empowers our leaders and ignites impact in your communities at home and around the world.

Frequently Asked Questions

What is PTF able to provide for our event?

Our team is happy to provide you with the following event support:

- A letter of authorization to validate the authenticity of the event and its organizers
- Support on a fundraising/registration page build-out
- Provide a marketing toolkit including an overview for the approved use of our logo, boiler language, sample collateral, proposed social media language, etc.
- PTF will provide 1 regional specific email blast for promotion of your event
- Additionally, PTF will provide suggestions regarding best practices on fundraising, running a successful raffle and auction, best practices on securing in-kind donations, etc.
- The foundation will provide exclusive PTF merchandise (including a gift certificate to shop.ptf.org) to raffle (value: \$150)

Does PTF provide the space for the event?

We are not able to secure or provide space for your Pints for Pat event. However, our team would be happy to walk you through recommendations and outreach.

Does PTF provide the pint glasses for our event?

Purchasing the Pints for Pat Guinness pint glasses for the event is optional. If you plan to do so for your event, we kindly ask the event host to purchase these. Our team will connect you directly with our distributor via email and let you know what information is needed to begin the ordering process. Typically, the turnaround time for ordering glasses is one month.

Is someone from PTF able to attend my event?

We cannot guarantee that PTF staff or a Tillman Scholar will be able to attend your event. However, if there is an opportunity to have someone local to your area attend, we will absolutely help to facilitate that!

Will PTF help promote my event?

Yes, PTF can help promote your event by sending one email to people in your area and by sharing one social media post.

Thank you again for your interest in hosting a Pints for Pat. If you have additional questions about Pints for Pat, please do not hesitate to reach out to our team at giving@pattillmanfoundation.org.