

PINTS FOR PAT

Official Hosting Playbook





RAISE A GLASS TO PAT TILLMAN AT PINTS FOR PAT

PINTS FOR PAT

Prior to joining the Army, Pat would often ride his bike to Rúa Búla 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 Búla's back bar today. In Pat's honor, Steve Goumas, owner of Rúa Búla 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!

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.

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; or 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.



TIPS FOR SUCCESSFUL P4P 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:

Secure a sponsor

Find a corporate sponsor who is willing to support your event monetarily. Sponsor can provide giveaways and help with signage for the event to help increase awareness. Sponsors can donate in-kind donations to help amplify an auction or raffle

Partner with host location

Ask your venue host to allocate a percentage or dollar amount from drink sales (i.e. \$1 per beer sold, 20% of all drink sales, etc) to PTF. Work with your venue to sell drink tickets at an agreed-upon amount, with the overage benefitting PTF. Donated alcohol by a distributor could offset the cost to the venue and create more revenue opportunities for the event.

Sell Tickets for Your Event

Charge an entry fee that will cover whatever items you have allotted for at your event (food, drink or a food/drink voucher, a door gift, etc). Depending on where you choose to host your event and who is sponsoring it, you can best determine how much to charge the attendees.

Host a Raffle and/or Silent Auction

Create a raffle and gather several premiere items that guests want to win! For larger impact, create an online silent auction (consider using a platform like givebutter.com). Or try a 50/50 raffle and split the profits with the winner (50% to the organization, 50% to the winner). People love to win, especially a sum of money!

Sell PTF Merchandise and P4P Pint Glasses

Wholesale pricing is available on PTF apparel or our PTF pint glasses. Interested? Reach out to gmurphy@ptf.org.



ORGANIZE A SILENT AUCTION OR RAFFLE

Increase engagement and the amount of fundraised revenue with a silent auction or raffle. Items that always do well are autographed memorabilia, gift cards or certificates to companies, restaurants and hotels, unique gift sets, etc.

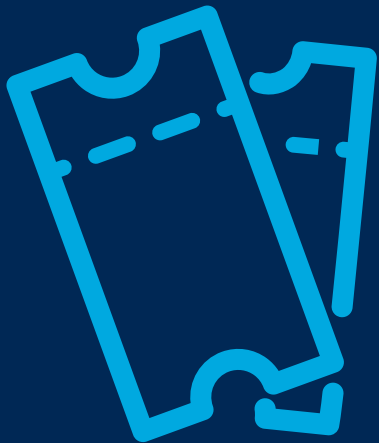
For in-kind donations, consider reaching out to:

- Your local NFL, MLB, NBA, NHL, NCAA, WNBA, MLS, etc clubs.
- Local restaurants, bars and breweries
- Major manufacturers
- Local zoos, theaters, and festivals



Timing and Volume:

- Begin outreach at least **8 weeks** from your event.
- We recommend having enough items at a variety of investment levels for approximately 25% of attendees to be able to win something. So, if you have 100 attendees, aim for 25 items/packages.
 - PTF provide's an [in-kind donation form template](#)
 - Don't be discouraged if some companies say no! For every no, there is always another yes around the corner.



How to Run a Raffle:

- You can choose to group items together and theme baskets or you can choose to have items stand alone.
- Display your items in an organized and aesthetic fashion.
- Price your tickets accordingly and in conjunction with the value of items you are offering your guests to win. A good rule of thumb: raffle baskets should not exceed a specified value that you set as an event host.



DIFFERENT TYPES OF SILENT AUCTIONS

Running an auction can look a variety of different ways. Below are different types of auctions and how to run them:



Silent Auction:

- Premiere, neatly displayed items with a bidding sheet next to the item. Each new bidder must increase the previous bid of the last bidder by a dollar amount you choose.
- Consider a 10% bid increase of the item's fair market value (FMV). Begin with a starting bid (50% of the FMV).
- Add a "Buy It Now" option that typically is 150% above the market value to gain a larger ROI.

Online Auction:

- Along with a silent auction, you can choose to host an online auction using a platform. This allows for more access to your silent auction that is live during your event.
- If you choose to host both an in-person and online auction for your event, you can do your bidding digitally. Create a free QR code which links to the items you are auctioning off and print those for your event attendees to scan.



Bidding Auction:

- Create buzz and excitement with a more interactive auction by having guests raise a hand (or paddle) to donate.
- For items of this caliber, we suggest having a FMV of \$500 or higher per item, with bid increases a bit higher.
 - Things like exclusive vacation packages, suite tickets at concerts or high-end signed memorabilia do best.



SPONSORSHIP MONEY AND RECONCILIATION WITH PTF

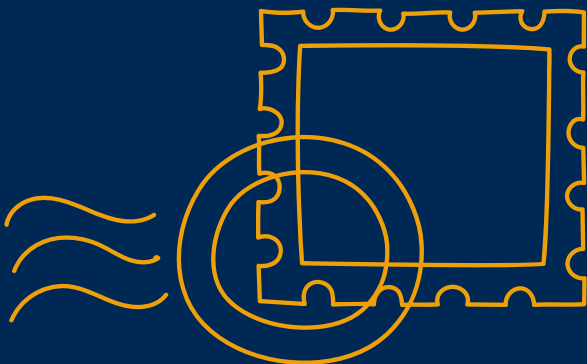
Ahead of securing any sponsorships, please share the following information with the Pat Tillman Foundation:



- Your fundraising goal for your Pints for Pat event
- Sponsorship donation amount
- Secured sponsor
- Expected donation to be made to PTF

We ask you to itemize what you expect to raise for your event and keep the Pat Tillman Foundation informed of any expenses. Please send the breakdown and send it to your contact at PTF.

For any sponsorship checks or donations, please have them sent to:



Pat Tillman Foundation
Attn: Pints for Pat Team
180 N. LaSalle Street, Suite 2910
Chicago, IL 60601



EVENT PREP, FLOW AND EXAMPLE RUN OF SHOW

The success of your event will rely on many things, one of them being how your event flows. We want to help ensure the success of your event by offering some helpful tips along the way.

Create a packing list to ensure that you have everything you need for the day-of and are prepared once you arrive at your venue. Here some examples of what to bring:



- Auction Items (if included)
- Signage, Pens, Clipboards
- Square Readers or electronic readers for payment
- Laptops/Chargers

Designate a speaker at your event to address the crowd. We would suggest addressing the crowd no later than 30 minutes into your event. Topics to cover in a brief introduction include:

- [Sharing Pat's Story](#)
- [History on Pints for Pat](#)
- Logistical details, introduce special guest, thank the venue, etc.
- Encourage bidding, raffle ticket purchases, etc.



Create a Run of Show

Write down the details of your event's flow to will allow your emcee and event to stay on track through out the nights. Keep in mind prep time as well as event breakdown. Examples for your Run of Show can include Test AV, Food Service Begins, Silent Auction Reminders, Last Call for tickets, etc. The more detail the better!



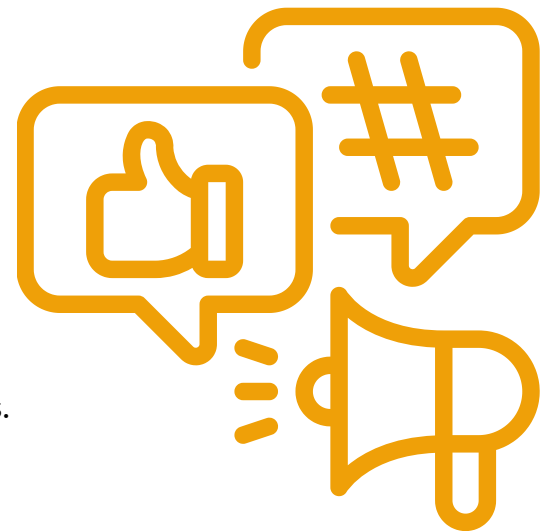
MARKETING TOOLS AND TIPS

The key to any successful event is marketing! Here are some helpful tips and tricks that will help spread the word about your event, sell tickets, and inform your audience.

At Least One Week From Your Event:

1. Post on Social Media

- a. We have provided [social media templates](#)!
- b. Make sure to tag the @pattillmanfnd on Instagram and X and @PatTillmanFoundation on Facebook and LinkedIn!
- c. Ask the venue to post your event on their social channels.
- d. You can even share the event information on local community pages on Facebook.



2. Distribute Printed Flyers

- a. Request your event host put up printed flyers in their facility the week leading up to your event.

3. Email Your Network

- a. Send out an email to potential donors, friends, coworkers and local residents. We have provided a customizable email template you can use [here](#)!
- b. FYI - PTF will provide one guaranteed email blast to our donor base in your region to support your effort.

We ask that marketing materials for your event adhere to our brand guidelines.



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



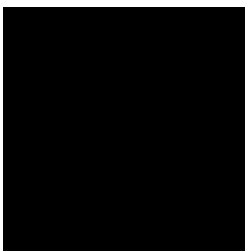
#EFA00B
RGB (239, 160, 11)
CMYK (0, 33, 95, 6)
PMS 137C



#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).

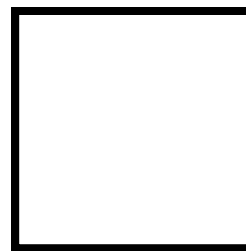
PINTS FOR PAT BRANDING



#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

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, reach out to our team at giving@pattillmanfoundation.org.