



BEER COORDINATOR

The Beer Coordinator (BC) identifies, recruits and maintains communication with all beer distributors and vendors. The BC will work closely with the Logistics Coordinator, Scheduling Coordinator, Volunteer Coordinator and Festival Director for efficient planning.

- Determine this year's beer needs.
 - Base information off of last year's supply and profit numbers.
 - This information can be obtained via Festival Director.
 - Choose beverages that "fit" the festival.
 - Partner with JC Brewing for another release of Banjo's Golden Ale.
- Recruit beer distributors for festival beer needs.
 - Communicate needs to the distributors as well as bridge communication to the Festival Director.
 - Communicate all payment needs to the Festival Director.
 - Be mindful of amounts and deadlines.
 - Work closely with Logistics and Scheduling Coordinators to ensure good communication for the festival planning.
- Promote Banjo's Golden Ale and other locally brewed beers through social media, newsletters, TV spots, etc.
 - This will be done with the help of the Marketing Coordinator and Subcommittee.
 - Promotion is primarily via social media posts, but can also come from placements in newsletters and other outlets.
- Designate Subcommittee members to facilitate all things beer-related.
 - Subcommittee members report directly to the BC and are responsible for assisting the BC during the festival.
- Work with Volunteer Coordinator to recruit beer tent volunteers.
 - Be sure to have at least one (1) TIPS certified volunteer at each tent.
 - The preference is two (2), but the festival is adaptable with one (1).

- Communicate any equipment rental needs.
 - These should be communicated to the Logistics Coordinator and Festival Director.
- Be available on the days of the festival by helping with all beer needs in any capacity.
 - Be ready with any/all lists with schedules and names.