



SOLDIERS' ANGELS

HOPS FOR

Heroes





ABOUT US



Soldiers' Angels Hops for Heroes is a nationwide campaign that partners with breweries, taprooms and beer lovers to support U.S. Service Members, Veterans, and Military Families through community-driven fundraising efforts.

From Memorial Day through Veterans Day, participating breweries host activations and donate proceeds to help fund Soldiers' Angels programs that provide aid, comfort, and resources to the military community.



CHANGES



This year, Soldiers' Angels is excited to launch a more flexible and inclusive version of the campaign making it easier than ever for breweries and taprooms across the country to get involved!

Each participating brewery can choose the activation that best fits their space, community, and customers while connecting it back to a shared mission of honoring and supporting our nation's heroes.



From trivia nights and live music to limited-time pours or community fundraisers, we encourage breweries to get creative and build an experience that reflects their unique brand and local community.



HISTORY

Hops for Heroes began in 2011 when former Major League Baseball pitcher Chris Ray partnered with Fremont Brewing to create Homefront IPA and raise money for military and Veteran charities through a shared love for craft beer.

- Homefront IPA , brewed by all participating breweries, became known for its unique recipe featuring orange zest and maple baseball bats
- Following his baseball career, Ray and his brother continued to lead this campaign through their Virginia-based brewery, **Center of the Universe Brewing Company.**

In 2018, Soldiers' Angels took over the campaign, expanding it into a nationwide brewery-driven initiative supporting Service Members, Veterans, and Military Families.



★ ★ ★ ★ ★ ★ ★ ★ PREVIOUS PARTNERS

KICKING OFF EACH YEAR ON MEMORIAL DAY AND RUNNING THROUGH VETERANS DAY...

This campaign has been an incredible opportunity to collaborate alongside a network of highly respected and well-known breweries, and taprooms.

Over the past 10+ years, more than 50 individuals and establishments from across the brewing community have come together to support this meaningful cause, creating not only unique brews but also a shared sense of purpose.

PAST PARTNERS INCLUDE:

- *1700 Brewing*
- *Billsburg Brewery*
- *Honor Brewing*
- *Railhouse Brewery*
- *Friendship Brewing & Distilling Co.*
- *21st Amendment*
- *Bridge and Tunnel Brewery*
- *Center of the Universe*
- *Rochester Mills Beer Co*

And Many More!!!





HOW IT WORKS

- 1. Breweries register to become a participating Hops for Heroes partner on the Soldiers' Angels website**
- 2. Breweries plan a Hops for Heroes activation that best fits their business and hosts it anytime between Memorial Day and Veterans Day (activations can be single events or ongoing initiatives).**
 - Participating breweries are encouraged to create their own unique way of giving back, or choose from one of our suggested activation ideas.
- 3. Proceeds from the event(s) are donated to Soldiers' Angels.**

IT'S THAT EASY! WHETHER YOU'RE A NEIGHBORHOOD TAPROOM OR A REGIONAL POWERHOUSE, YOUR BREWERY CAN PLAY A MEANINGFUL ROLE IN HONORING THOSE WHO SERVE.



★ ★ ★ ★ ★ ENGAGEMENT EXAMPLES

TAP INTO SUPPORT FOR HEROES

HOW IT WORKS:

- Dedicate a seasonal, flagship or special-release beer to Hops for Heroes
- Donate a portion of proceeds from that beer to Soldiers' Angels

BREWERY BENEFITS:

- Creates excitement around a new or featured brew
- Flexible timing and promotion schedule
- Easy to implement with minimal operational lift



RAISE A PINT. LIFT A HERO

HOW IT WORKS:

- Host a special fundraising day or event
- Donate a portion of proceeds from every pint sold to Soldiers' Angels

BREWERY BENEFITS:

- Engages every customer who orders a pint
- Drives taproom traffic and revenue
- Simple, high-impact activation



ENGAGEMENT EXAMPLES



HONOR IN EVER POUR - HOLIDAY TOAST

HOW IT WORKS:

- Feature a designated beer during a holiday or holiday weekend
- Donate all or a portion of proceeds from sales of that beer to Soldiers' Angels

BREWERY BENEFITS:

- Highlights existing products with minimal planning
- Can run for a single day or an extended holiday period
- Easy way to connect holiday celebrations with community impact

BREW. GIVE. HONOR. DEDICATION WALL

HOW IT WORKS:

- Patrons purchase Hops for Heroes stickers, tags, or cutouts
- They personalize them with the name of a Military or Veteran hero
- Dedications are displayed on a community recognition wall in the taproom

BREWERY BENEFITS:

- Creates a powerful visual display of support
- Encourages customer participation and storytelling
- Generates organic social media engagement
- Easily paired with other fundraising activities





ENGAGEMENT EXAMPLES

SUPPORT IN EVERY SIP

HOW IT WORKS:

- Give customers the option to round up their purchase at checkout
- Every contribution helps support Soldiers' Angels programs serving Veterans and military families

BREWERY BENEFITS:

- Seamless point-of-sale fundraiser
- Allows every customer to participate
- Complements other campaign activations
- Flexible for one-day events or month-long campaigns



CREATE YOUR OWN FUNDRAISER

HOW IT WORKS:

- Design a unique activation that reflects your brewery and community
- Ideas include trivia nights, live music, raffles, beer releases, competitions, and community events

BREWERY BENEFITS:

- Showcases your brewery's personality
- Engages your local community in a meaningful way
- Creates memorable experiences while supporting a great cause



SPONSORSHIP LEVELS

BREWERY – FUNDRAISING LEVEL	Level 1: \$1,000 – \$2,500	Level 2: \$2,501 – \$5,000	Level 3: \$5,001 – \$10,000	Level 4: \$10,000+
Recognition and link to homepage on Hops for Heroes webpage	★	★	★	★
Access to Homefront IPA Recipe	★	★	★	★
Access to Hops for Heroes Marketing Assets for use in event promotion	★	★	★	★
Hops for Heroes Press Release Template	★	★	★	★
Social Media Post Announcing Campaign Participation	★	★	★	★
(1) Collectible Annual Hops for Heroes Tap Handle	★	★	★	★
(1) Collectible Annual Hops for Heroes Bat	★	★	★	★
Hops for Heroes Branded Coasters + Stickers Marketing Set	–	–	–	★
Collaborative Marketing Plan – Including Media Advisory Distribution Support	–	–	–	★
Targeted Email to SA Supporters in Your Community Promoting YOUR Hops for Heroes Event	–	–	–	★
Angel Store Credit to Purchase Additional Hops for Heroes Merchandise	–	–	\$100 Store Credit	\$200 Store Credit



CONTACT US

**FOR MORE INFORMATION ABOUT
SOLDIERS' ANGELS AND TO LEARN MORE
ABOUT HOPS FOR HEROES, CONTACT US:**

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