



***Cheers!!! - How to Make Friends & Influence People
“Share Rotary Local Lager”***



“Rotary Local Lager”



**A Win - Win - Win
Opportunity**



A great tasting

“Crisp Refreshing Blonde Lager”

and

An opportunity to

***Support and raise funds for Rotary funded projects in your
community and Rotary water filtration projects around the
globe.***



“Rotary Local Lager”

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Background / Key Contacts

The Rotary Club of Peterborough and the Rotary Club of Guelph launched Rotary Local Lager – a major fundraising initiative developed in collaboration with Wellington Brewery on Wednesday August 30th 2017

The **Rotary International** sanctioned initiative provides the opportunity for development of an on-going funding source for participating Rotary clubs across Ontario to support their community initiatives.

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Opportunities / Benefits

- **Club / Community Participation**
 - **Register with the Beer Store / Wellington Brewery** - (See Sign up Form & Q&A Sheet)
 - RLL delivery within 10-14 days / buy your beer / engage the public and community bars, pubs, hotels, and clubs to buy and sell RLL
 - 50 cents per can donated to Rotary (20 cents to participating clubs, 20 cents split between to RC Peterborough & Guelph to cover program development costs and raise funds for club and community initiatives and 10 cents to Rotary International to support Rotary Funded Water Filtration Projects around the world.
 - **Sale of Beer @ Rotary / Community Events**
 - e.g. Rib Fest, Golf Tournaments / Fishing Derbies / Barbecues / Music Festivals / Other Fund Raisers
 - Retail margin benefit \$2-5 per can depending on retail pricing \$5-8 per can
 - **Gift Pack Sales**
 - Opportunity to spread RLL story – Give a RLL Gift Pack to your dinner party host / Christmas gift to family members / employees / customers / suppliers
 - Potential margin \$5 per pack plus 20 cents per can.



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Products & Support

- **Rotary Local Lager**
 - Crisp Blonde Refreshing Lager
 - 473 ml cans / 4.5% alcohol / all natural ingredients
 - Current Distribution
 - Brewers Retail / Wellington Brewery Direct
 - Food Retail / LCBO - Future considerations
 - Cost
 - Single - \$3.10 / Six Pack - \$3.00 / Case 24 - \$2.88 including applicable taxes
- **Gift Packs – Current**
 - 4 Beers / 2 Glasses + 4 Coasters
 - Cost - \$25.00 – Free Club Delivery with 60 pack order
- **Promotional Materials / Support**
 - Free Starter Kits including: Glasses, Coasters, Posters, & promotional templates for Business Cards, Facebook ads etc.
 - Website www.rotaryllocallager.ca (in the works)
 - Guelph / Peterborough / Wellington Project Team Support



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Products & Support

Gift Pack Math					
Item	# Units	Cost Per Unit	Net Cost	HST	Amount
Sale Price (HST & Deposit Included)	1	20.00	20.00		20.00
Rotary Local Lager (HST & Deposit Included)	4	2.88	11.52		11.52
Sale of Kit Resources	1				
6 Pack Carton	1	0.93	0.93	0.12	1.05
Glasses	2	3.08	6.15	0.80	6.95
Coasters	4	0.11	0.43	0.06	0.48
Total Gift Pack Cost	1		19.03	0.98	20.00
Gift Pack Kits Only	1		7.50	0.98	8.48
Free Delivery By Wellington with 10 Case Beer Order + Kit Resources (60 Kits)					
Minimum Kit - Mail Order / Delivery (1 Case Glasses 6 Kits)					
Suggested Retail \$25+					

Starter Kit & Individual Resource Item Purchase Math					
Item	# Units	Cost Per Unit	Net Cost	HST	Amount
6 Pack Carton	6	0.93	5.57	0.72	6.29
Glasses - Case of 12	1	3.08	36.93	4.80	41.73
Coasters Pack of 100	2	10.65	21.29	2.77	24.06
Posters	6	0.43	2.58	0.34	2.92
Total Cost Starter Kit	1	66.37	66.37	8.63	75.00
Suggested Retail for Glasses \$6 including HST			5.31	0.69	6.00



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Marketing & Promotional Programs

- **Current RLL Project Team Activity**

- **Announce Program – Generate awareness of program potential**
 - Generate network of participating clubs and / clusters
 - Identify club / cluster champions – e.g. Kitchener, London
- **Develop & test marketing and promotional programs**
 - In Guelph & Peterborough and participating clubs
- **Collaborate in developing formal coordinated community launch with participating clubs / clusters in advance of May 24 weekend**
 - Plans & launch program ready by April 30th 2018
 - Work with RI / 7070 / Toronto clubs re RI Convention Program
 - Develop year 2-3 plan and program for 2019 / 2020
- **On- Going Communications:**
 - Club / Cluster visits / Website & Social Media Program Development / Quarterly updates & payments
 - Year 1 results to clubs @ District Conferences in the Fall 2018



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Considerations For Participating Clubs

- Decide on whether and how you want to participate in the program
- **Identify your Champion / Project Team**
 - Consider developing a Joint Community Program with neighbouring clubs - *(Community Wide Marketing & Cost Benefits)*
 - Initiate a gift pack program with club members
- Identify:
 - Destination program with strong public appeal for funds raised
 - buying RLL will benefit this / these initiatives
 - Rotary / Community Events for possible RLL sales
 - Potential community sales partners:
 - Bars, Restaurants , Hotels, Clubs e.g. Curling, Golf, The Legion
 - Meet with prospective partners, event organizers
- **Develop a plan for 2018 with April 30th launch date**

RLL is a great product with a great opportunity to engage your community and your summer visitors and raise funds for community and Rotary Initiatives



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Considerations For RCOG Members

- **Support the Project**

- **Buy and enjoy Rotary Local Lager**

- **IT IS a great tasting “Crisp Refreshing Blonde Lager”**

- A great beer supporting great work within your community and water filtration projects around the globe
 - Consider a Gift Pack to celebrate birthdays, special events, hosts of dinner parties or say thanks to great customers and suppliers etc.– you are guaranteed to have a great conversation about Rotary and Rotary Local Lager

- **Encourage the Club** to consider dedicating year 1 funds raised from the Rotary Local Lager Project to a new Rotary initiative

- An opportunity to communicate the benefits of both Win-Win-Win propositions and initiatives at the same time to family, friends, colleagues, neighbours, customers, suppliers etc.

- **Join the Sales & Project Support Team**

- Share the story (directly & via your social media)
 - Encourage community & organizational event managers and local bar, club, restaurant to consider offering Rotary Local Lager at their respective events and establishments
 - Join the team / Encourage & help other clubs to join the program

- **Help Make Rotary Local Lager Available Province Wide**