

# BUSINESS PARTNER AGREEMENT

DATE \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

DISCOUNT(S) OFFERED TO BARLEY'S ANGELS MEMBERS \_\_\_\_\_

**I CERTIFY THAT I AM AN AUTHORIZED DECISION MAKER FOR MY BUSINESS, AND AGREE TO THE BUSINESS PARTNER AGREEMENT AT RIGHT.**

This is a standing agreement, unless you send written cancellation, your business closes, or the Barley's Angels - Greater Des Moines chapter dissolves.

SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

## MORE OPPORTUNITIES TO PARTNER

### HOST

We'd love to showcase what your establishment has to offer the female craft beer consumer. We have some great event ideas, but we'd love to hear yours, too! Whether we take care of the details, or work with you cooperatively to create an event tailored to the needs of your business and the interest of our members, we'll create the ideal event to host at your business.

**Ideas? Timeframes? (optional)**

\_\_\_\_\_  
\_\_\_\_\_

### PRESENTER / EXPERT

Every Barley's Angels event must have an educational element, and we need experts to lead or contribute to our gatherings (experts and contributors do not have to be female). If you or members of your staff have expertise in beer styles, hops, pairing beer with food, the art of tasting, glassware, home or commercial brewing, or other related topics, we would love to involve you in our events. Opportunities may be available at your establishment or off-premises and may be one-time or recurring.

**Name, title:** \_\_\_\_\_

**Area(s) of expertise:** \_\_\_\_\_

#### PLEASE RETURN TO:

Barley's Angels - Greater Des Moines

c/o Ariane Criger 9320 Greenspire Dr, Unit 55, West Des Moines, IA 50266

#### FOR MORE INFORMATION:

Visit our website: [www.barleysangelsdsm.com](http://www.barleysangelsdsm.com)

Contact our Business Relations team at: [info@barleysangelsdsm.com](mailto:info@barleysangelsdsm.com)

Like us on Facebook to stay up-to-date on our events: [BarleysAngelsDSM](https://www.facebook.com/BarleysAngelsDSM)



## TERMS OF AGREEMENT

### AS A BUSINESS PARTNER, YOU AGREE TO:

- Offer a discount to card-carrying members of Barley's Angels chapters.

This discount may be similar to ones you already have in place for members of brewer's groups or unions, service industry employees, or staff. For a yearly fee of \$15, Barley's Angels members receive a membership card and a list of participating Business Partners and their discounts. The \$15 membership fee goes toward yearly operating costs, promotional materials and pre-event costs for the organization.

- Educate your staff about the organization and the discount you will offer

Card-carrying members are excited about craft beer and are looking for establishments to frequent that are knowledgeable and want to encourage the woman craft beer consumer.

### BARLEY'S ANGELS AGREES TO:

- Maintain and promote our list of Business Partners to all club members

Members are more likely to frequent establishments they know are craft beer friendly and that offer them a deal.

- Promote your business when possible

May include listings in email newsletters or social media mentions

- Find opportunities to hold events at your establishment or showcase expertise within your staff.

See "More opportunities to partner" at left.

- Maintain a membership of enthusiastic and respectful women

Barley's Angels is not just a social, beer-drinking club for women. We respect beer and brewing, have a thirst for education, enjoy beer responsibly and act appropriately at all times. If you ever feel a member of the Barley's Angels - Greater Des Moines chapter is misrepresenting our mission in your establishment, we want to know.