

# HEROES ★ FOR ★ HEROES

## MEMORIAL DAY GIVEBACK PROGRAM

In honor of Memorial Day, Revolution Brewing is partnering with **Friends of Fisher House** to execute a giveback program for the month of May. Fisher House is a non-profit with local chapters that provides free nearby housing for military and veteran families while their loved one is undergoing medical care.



For **every Hero IPA SKU purchase**, Revolution Brewing will be donating a portion of each sale to Fisher House, with our overarching goal of raising over \$10,000 dollars. *Join us in raising a Hero IPA to our nation's heroes and their families!*

### HOW IT WORKS

**Eligible Off Premise SKU:** Hero IPA Variety Packs

**Eligible On Premise SKUs:** Anti-Hero, Hazy Hero, West Coast-Hero, X-Hero

#### ON-PREMISE

For every ½ BBL keg (or 3 ¼ BBL kegs) of a year-round Hero IPA sold, Revolution Brewing and accompanying wholesaler will donate \$20 to Friends of Fisher House.

#### OFF-PREMISE

For every case of Hero IPA Variety Pack sold, Revolution Brewing and accompanying wholesaler will donate \$2/case to Friends of Fisher House



PROUDLY BREWED ONLY IN CHICAGO

### WHEN & WHERE

**TIMING:**  
MAY 2026

**STATES:**  
IL, NW IN, WI, MN, MI, IA

**PRIORITY CHANNELS:**  
ON & OFF-PREMISE

### REASONS TO BELIEVE

- **GIVING BACK** to a meaningful cause - helping those that serve(d) our country
- **DRIVES FEATURES, PROMOTIONS & SALES** of our Hero IPA family, putting the cause first
- **SHEDS LIGHT ON OUR PHILANTHROPIC EFFORTS**, a core part of the Rev Brew identity
- **PROVIDES SUPPORT TO OUR #1 BRAND FAMILY** and maximize donation potential

### THE ASK

Support this campaign in the trade with:

- 1) **DISTRIBUTION** of year-round Hero IPA SKUs for the month of May
- 2) **DISPLAY** in store with signage and end cap + out-of-aisle placements
- 3) **MENU & SPECIAL FEATURES** at bars and restaurants, with our tap hangers & signage
- 3) **FEATURES** and highlights in retailer ads, circulars, social channels, etc.

### ASSETS



# HEROES FOR HEROES

## MEMORIAL DAY GIVEBACK PROGRAM

### REASONS TO PARTICIPATE

- **GIVING BACK:** to a meaningful cause - helping those that serve(d) our country
- **FRIENDS OF FISHER HOUSE:** Friends of Fisher House-Illinois (FOFH-IL) is a volunteer-driven nonprofit dedicated to supporting military families by sustaining the Hines VA Fisher House (20 private suites) and the future Lovell Fisher House (16 suites) in Illinois. Through fundraising, grants, and events, FOFH-IL ensures free lodging, meals, and quality-of-life support for families of Veterans. Since 2010, Hines Fisher House has served 13,000 families (26,000 individuals), saving them \$1.5 million in lodging and meal costs
- **IT IS PERSONAL:** As a veteran, this mission is personal to our COO and other veterans at Revolution Brewing. We are passionate about supporting Fisher House to give back to military families, ensuring they have free lodging, meals, and support during difficult times



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WHEN & WHERE

**TIMING:**  
MAY 2026

**STATES:**  
IL, NW IN, WI, MN, MI, IA

**PRIORITY CHANNELS:**  
ON & OFF-PREMISE

THE ASK

Support this campaign in the trade with:

- 1) **DISTRIBUTION** of year-round Hero IPA SKUs for the month of May.  
*Already pour one of our IPAs? Great! You can still participate with signage and promotion as well as an incremental Hero IPA to increase the contribution to the Fisher House.*
- 2) **DISPLAY** with signage and end cap + out-of-aisle placements
- 3) **MENU & SPECIAL FEATURES** at bars and restaurants, with our tap hangers & signage
- 3) **FEATURES** and highlights in retailer ads, circulars, social channels, etc.

ASSETS



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For **every Hero IPA Variety Pack purchase**, Revolution Brewing will be donating a portion of each sale to Fisher House, with our overarching goal of raising over \$10,000 dollars. *Join us in raising a Hero IPA to our nation's heroes and their families!*



### HOW IT WORKS

Eligible SKUs: Hero IPA Variety Pack

### OFF-PREMISE

*For every case of Hero IPA Variety Packs, Revolution Brewing and accompanying wholesaler will donate \$2/case to Friends of Fisher House.*



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### WHEN & WHERE

**TIMING:**  
MAY 2026

**STATES:**  
IL, NW IN, WI, MN, MI, IA

**PRIORITY CHANNELS:**  
OFF-PREMISE

### REASONS TO BELIEVE

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### THE ASK

*Support this campaign in the trade with:*

- 1) **DISTRIBUTION** of Hero IPA Variety Pack for the month of May
- 2) **DISPLAY** in store with signage and end cap + out-of-aisle placements
- 3) **FEATURES** and highlights in retailer ads, circulars, social channels, etc.

### ASSETS



# HEROES ★ FOR ★ HEROES

## GIVEBACK PROGRAM

In honor of Memorial Day, Revolution Brewing is partnering with the **Local Indy 416 Peer Support Foundation** to execute a giveback program for the month of April. This foundation provides assistance by trained firefighters and emergency responders to fellow firefighters, emergency responders and civilian staff.

For **every Hero IPA SKU purchase**, Revolution Brewing will be donating a portion of each sale to Local Indy 416 Peer Support with our overarching goal of raising \$1500 dollars. *Join us in raising a Hero IPA to Indiana's heroes and their families!*



### HOW IT WORKS

**Eligible Off Premise SKU:** Hero IPA Variety Packs

**Eligible On Premise SKUs:** Anti-Hero, Hazy Hero, West Coast-Hero, X-Hero

#### ON-PREMISE

For every ½ BBL keg (or 3 ¼ BBL kegs) of a year-round Hero IPA sold, Revolution Brewing and accompanying wholesaler will donate \$20 to Local Indy 416 Peer Support Foundation.

#### OFF-PREMISE

For every case of a Hero Variety Pack sold, Revolution Brewing and accompanying wholesaler will donate \$2/case to Local Indy 416 Peer Support Foundation.



PROUDLY BREWED ONLY IN CHICAGO

### WHEN & WHERE

**TIMING:**  
APRIL 2026

**STATES:**  
IN

**PRIORITY CHANNELS:**  
ON & OFF-PREMISE

### REASONS TO BELIEVE

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