

## The Explorium Brewpub Lifetime Mug Club Membership

One-time investment: \$2,000

2019 Lifetime Membership is limited to 24 members

**Purpose.** The Explorium Brewpub is growing and is seeking to raise money for two specific projects to assist in our expansion: a keg washer and canning equipment. This project will cost in the order of \$75,000. So, we thought we'd offer the opportunity for our loyal Mug Club members to invest in our brand to raise this money while offering consideration in return for your investment.



**Ownership.** We want you to gain ownership in our brand by having a say in how our brand develops. Annual Lifetime Mug Club Membership meetings will be held to receive updates and voice your opinions. The first Lifetime Mug Club Member meeting is scheduled for Sunday, February 17, at 2pm.

**Benefits.** Your Mug Club Membership is good for life! In addition to the benefits that you already have as a Mug Club Member, Lifetime Mug Club Members will always enjoy:

- Special Lifetime Mug Club Member mug
- 50% off all Explorium branded merchandise
- 10% off food any day of the week
- First priority for beer dinner and event tickets
- Recognition as a Lifetime Mug Club Member on our member wall
- Ability to establish a house account to be invoiced for visits through our point of sale system

**The Payback.** We are viewing this investment as a buy-in to our brand, but we plan to pay back 100% of your investment within the first five years of your Lifetime Mug Club Membership through the following consideration:

- Annual Lifetime Mug Club Member gathering with food and drink to receive updates from the ownership group. A value of \$60 x 5 years is \$300. The first one is scheduled for Sunday, February 17, at 2pm.
- A one-time certificate to be redeemed for a Tour and Tasting for Eight people with Mike and Joan Doble. This is a \$350 value to be redeemed anytime.
- Annual Lifetime Member beer dinner for the member and a guest \$130 value x 5 years is \$650
- A free four pack of cans at each can release which is a \$18 value x 12 months x 5 years is \$1,080
- Gratification that you helped a small family business continue to grow and expand in a challenging market: Priceless!

At the end of your lifetime, we will retire your member number and mug on our barback.

**Some minor details.** Your Lifetime Mug Club Member number will be in the range of 1 - 24 and will vacate your current Mug Club number.