

2024 Nonprofit Partner Program

Beverage Service

The Nonprofit Partner Program (NPP) of the Des Moines Arts Festival® (DMAF) provides an opportunity for local, nonprofit organizations to earn money from the sale of beverages during the Festival. Selected organizations earn a percentage of the net proceeds generated at their booth, along with any tips received, in exchange for their volunteer service to DMAF. This is an important job, as proceeds from these sales help the organization extend its reach in the community by aligning our mission to “impact lives through the arts” and community building. Proceeds also help keep the Festival free to attend.

GENERAL INFORMATION:

- The Organization will provide a source of reliable volunteers to fully staff one (1) beverage booth and execute the *Beverage Booth Volunteer Responsibilities*, as identified in this document, during the entire three-day Festival. DMAF will only consider Organizations that can easily recruit and maintain a high level of volunteers.
- The number of shifts (3-4 hours) during the Festival typically requires anywhere from 30 to 80 volunteers, depending on your booth size and traffic. A volunteer can work multiple shifts, reducing the number of bodies needed. Shifts begin 1 hour before opening and one hour after the Festival closes to ensure all task is complete. Each booth has different shifts/individual needs depending on location and time of day.
- DMAF will provide, and the Organization is required to use, VolunteerLocal to register and manage its volunteer base. You will receive access to manage your VolunteerLocal site to manage volunteers and for email communication purposes with volunteers.
- The Organization and all volunteers agree to hold harmless any and all parties associated with the planning and execution of the Festival. Organizations are highly encouraged to extend their liability coverage to ensure their volunteers are insured during the Festival.
- Nonprofit organizations' revenues have typically ranged from \$2,000 - \$6,000 (exclusive of tips). However, The sale of beverages is highly dependent on weather conditions and fast and efficient service.
- DMAF places great importance on the use of the funds generated from the Organization's participation. An organization whose application identifies projects or missions that will further engage lowans in the arts, or a project that will encourage young people to actively participate in their community, will be given priority.
- Following the Festival, the Organization will be required to provide an EOY Audit, identifying specific details regarding their participation (use of funds, number of volunteers, tips total, how DMAF will be recognized).
- Organizations are required to identify at least one individual to serve on the Festival's Event Management Team (EMT). This person will serve as the organization's point person with the Festival.
- The organization's volunteers will be required to sign a release.
- The organization's volunteers are required to participate in training.
- The organization is required to include DMAF in recognition of projects or missions that earned revenue supported.

MONETARY INFORMATION:

- The Organization is permitted to accept tips during the Festival. 100% of tips received (card and cash) will be retained by the Organization. The Organization is required to notify DMAF of the total amount of cash tips collected during the Festival.
- Following the Festival, the Organization will receive a check from DMAF in the amount equal to 15% of net profits generated from the one (1) booth staffed by the Organization. To determine the net profit, DMAF will subtract the cost of goods sold and expenses directly associated with the booth (tent, table, chairs, cash management system, banners, ice, product, etc.) from the booth's gross sales.
- The Organization will receive a check only after all sales have been calculated and expenses have been reconciled post festival.
- The Organization agrees to keep their agreement confidential with DMAF.
- The Organization agrees to maintain, for the life of the agreement, that the donation(s) received will be used in accordance with the information provided in the *Nonprofit Partner Application*.

ORGANIZATION RESPONSIBILITIES:

The following list of responsibilities is not all inclusive and subject to change.

- The Organization will schedule all volunteer shifts based on the Organization's volunteer resources. However, all hours of the Festival, including setup and teardown must be staffed with the appropriate number of volunteers as determined by DMAF.
- The shift schedule should include at least one hour before and one hour after (or until all product has been picked up and materials have been returned to DMAF storage) official DMAF hours. Official DMAF hours are:
 - Friday, June 28 11 a.m. – 10 p.m.
 - Saturday, June 29 11 a.m. – 10 p.m.
 - Sunday, June 30 11 a.m. – 5 p.m.
- All volunteers must be registered no later than June 1, 2024.
- All volunteers must be at least 18 years of age.
- Prior to participating, all volunteers are required to attend an educational session, hosted by DMAF, discussing service at the Festival, the alcoholic beverage laws of the State of Iowa and the expectations from the Organization. All volunteers are required to sign a statement verifying their understanding of all information, rules, and laws pertaining to the sale of alcohol in the State of Iowa. The Organization must confirm all shift volunteers have completed the educational session when arriving on-site during the Festival.
- ALL volunteers must be signed up through DMAF's volunteer system, VolunteerLocal. Organization must work with DMAF to determine schedule. The Organization and DMAF will both have access to monitor volunteer sign ups throughout the spring.
- A shift leader must be scheduled for each shift. Organization will provide DMAF with each shift leader's cell phone number and other contact information as necessary.
- The primary contact person(s) for the organization, as identified in this application, will attend the monthly Event Management Team (EMT) meetings and the daily Production Meetings during the Festival.
- Organizations are required to provide an end of year audit including cash tips, number of volunteers, and how the funds raised were spent/plan to be spent.



- Organizations will be required to include DMAF in recognition of projects or missions that earned revenue supported.
- Set-up and Opening Duties of beverage booths will include, but is not limited to, the following:
 - Setting up and stocking coolers, tables and product;
 - Pulling back and securing tent sides;
 - Inventory of cups, ice, products;
 - Placing and icing product in coolers;
 - Mixing pre-batch cocktails;
 - Using POS/Cash Management system
- During the Festival, duties will include, but are not limited to:
 - Selling product;
 - Opening cans and pouring draft;
 - Mixing pre-batch cocktails;
 - General clean-up of space;
 - Removal of trash and recycling to appropriate areas;
 - Using POS system
- Tear down and Closing Duties of beverage booths will include, but is not limited to:
 - Covering all coolers;
 - Organization of product for the next day;
 - General clean-up;
 - Pulling down and securing tent sides;
 - On Sunday evening, tear-down will consist of breaking down banners and signs, tables and chairs, emptying/cleaning coolers and re-stacking and inventory of unused product (including cocktails, wine, beer & Coca-Cola products).
- Barring any complications during the planning and execution of the performance contingencies, Organization will be provided first right of refusal to participate in the following year's Festival. DMAF retains the right to withdraw this offer should Organization fail to execute the necessary requirements.

Applications are open through December 15. Selected non-profits will be notified by the end of December. [Apply online HERE.](#)

Questions? Contact Daphne Dickens, ddickens@desmoinesartsfestival.org.