

NR1 Beer Loop 2026 – Venue Participation Agreement



This agreement outlines the expectations and commitments required for participation in the NR1 Beer Loop 2026, delivered by Snug Hospitality.

1. Overview

The NR1 Beer Loop is a curated, city-wide beer trail designed to:

- Drive footfall across participating venues
- Create a high-quality, engaging customer experience
- Celebrate NR1's independent pub and beer scene

Participating pubs must agree to the standards outlined below.

2. Participation Fee & Advertising Contribution

Each participating venue agrees to:

- Pay a £150 + VAT participation fee
- Secure a local business advertiser to purchase a £100 advertising space within the Beer Loop map/materials

Payment Terms:

- Invoice issued: Early October 2026
 - Payment due: 30th October 2026
 - Failure to pay by this date may result in removal from the event
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3. Beer Loop Product Commitment

Venues must:

- Stock and serve the official Beer Loop beers where possible (details TBC once discussion finish with breweries)
 - Ensure availability throughout the event (subject to reasonable stock levels)
 - Promote the beer clearly at the bar and/or on menus
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4. Marketing & Promotion Commitments

Social Media (Minimum Requirement)

- 1 x Post in September/October (launch announcement)
- 1 x Post in early November (build-up)
- 1 x Post during the event
- 1 x Post after the event

(All posts to tag/collaborate with @NR1BeerLoop and use supplied assets where possible)

In-Venue Promotion

- Display official posters, maps, and promotional materials
 - Ensure stamp cards/maps are clearly visible and available
 - Promote the Beer Loop beer at point of sale
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5. Customer Experience & Execution

Each venue must:

- Provide a stamp for participants at all times
- Ensure staff are briefed on: 1) How the loop works 2) How to issue stamps
- Key event messaging
- Encourage team members to actively engage customers about the loop

6. Event Activation Requirement

Each venue must host at least one Beer Loop-specific activation during the event period.

Examples include (but are not limited to):

- Live music
- Tap takeover
- Meet the brewer session
- Food & beer pairing
- Quiz or themed event

This must be:

- Clearly linked to the Beer Loop
 - Promoted in advance
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7. Operational Commitment

Venues must:

- Trade normal advertised hours throughout the event
 - Remain fully operational for the duration of the loop
 - Maintain a safe, welcoming, and responsible environment
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8. Brand & Marketing Compliance

Venues agree to:

- Use official NR1 Beer Loop branding and materials only
 - Not alter or misuse logos or messaging
 - Maintain alignment with the event's positioning as a **premium, community-led experience**
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9. Data & Feedback

Venues agree to:

- Support data collection initiatives where applicable (e.g. QR codes, surveys)
 - Provide feedback post-event to support future development
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10. Non-Compliance

Failure to meet the above commitments may result in:

- Removal from current or future Beer Loop events
 - Loss of participation benefits
 - No refund of participation fees
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11. Agreement

By signing below, the venue confirms its commitment to participate fully in the NR1 Beer Loop 2026 and adhere to the standards outlined above.

Venue Name:

Name & Position:

Signature:

Date: