Host an online tasting event

Missing nights out with your friends and colleagues? Why not get a date in the diary for an evening of online virtual wine or beer tasting. Learn something new, catch up with your buddies and raise a glass to support vital dementia research.

Not sure where to start? We’ve made it easy with these simple steps...

1 Choose a format
Virtual, hybrid or in person? Tasting evenings are flexible fundraising events that can be adapted to suit your requirements or circumstances.

Online
Organise an online tasting and ensure your event is accessible to all. Tasting kits can now be delivered to your door so there is no need to leave the comfort of your own home. An expert can guide you through the tasting via Zoom, Teams or a communication platform of your choice.

Hybrid
If you’d like the best of both worlds, why not host an event that works online and in person? Arrange for tasting kits to be sent to homes and the office, linking attendees through your preferred choice of online platform. Your host could lead the event in person, with the additional option of guests dialling in from home. The online event could be shown on a big screen in the office so that everyone feels connected. (Just don’t forget to mute to prevent hearing the host twice!)

In person
Host your event at a venue of your choice, bringing all your guests together in person for a fantastic evening of fun. Remember to think carefully about the location and travel options available as attendees won’t be able to drive.

2 Pick your beverage
What type of tasting would be most appealing to your guests? We’ve made suggestions for beer and wine tasting evenings in this ‘how to’ guide but perhaps you’d like to taste and learn about another type of beverage or even food, like cheese.
3 Stir in your supplier

Many companies offer online and in-person tastings. Perhaps you’d like to work with a local wine merchant to organise yours? **Not sure where to start? The companies below have organised successful events in the past.**

**Tomelier**

This company offers online and in-person wine tastings, designed to your exact requirements. Prices start from £27.50 per person, which includes UK delivery of six wine samples in their recyclable wine pouches, and a dedicated bespoke Virtual Tasting with one of the Tomelier wine experts, lasting around 90 minutes. Choose from every day to fine wines, your theme, and your choice of game, such as ‘Who wants to be a Wine-air?’ and add in your fundraising method.

**Hogs Back Brewery**

This company can deliver a tasting pack of five beers and assorted snacks to your door for £35 plus p&p. Over the course of an hour, they will guide you through the different styles of beers and show videos of the brewing site and equipment, their hop growing and harvesting. Simply add in some fundraising magic and you’ve got the ingredients for a fantastic evening.

There are lots of other options out there, so have a look online and ask your Account Manager for any other tips.

4 Shake it up with some fundraising

You’ve chosen your event, now you can add in the fundraising. **Here are some simple suggestions:**

**Ticket donation**

Add a donation to the ticket price. Optional donations are not subject to VAT, meaning more money can come to Alzheimer’s Research UK. Compulsory donations or ticket prices inflated to include this donation are subject to VAT so please do check with your finance team to ensure you factor this in.

**Auction**

Include an online or in-person auction. There are many websites that can provide you with an online auction facility and your account manager can make some recommendations. They can run the auction and provide you with fabulous auction prizes to add to your prize list. All you’ll need to do is promote the link to your guests, friends and colleagues.
Raffle
Run a raffle for your guests. Remember to check guidelines on the gambling commission website or with your legal team to ensure you are compliant, particularly if you are planning to run the raffle online.

A game of heads or tails
Ask your guests to donate to a fundraising page to take part. To play, the host will ask all guests to stand up and put their hands on their head or their ‘tail’. The host will flip a coin, the players whose hands are placed to match the winning side of the coin tossed, remain standing. Those who don’t are out of the game. The process is repeated until just one person is left standing, the winner receives a prize!

Selling tickets
There are many ways you can sell tickets to your event including stand alone ticketing sites, or if you’re incorporating an online auction ask the provider whether they can add a ticketing solution onto this platform to keep everything in one place. Don’t forget to check whether any fees apply for using these sites and to verify whether or not your ticket sales are subject to VAT by liaising with your finance team. Ask your account manager if you need recommendations.

Once your event is complete, simply let your Alzheimer’s Research UK Account Manager know and transfer the donations or ask us to raise an invoice for the total raised.

For more information and support email: fundraising@alzheimersresearchuk.org