



## Jax Ale Trail Brewery Passport

### Instruction Sheet

- If someone asks, “What’s the Jax Ale Trail?” Go ahead and tell them to hop on the Trail by providing them with a printed Jax Ale Trail Passport or telling them about the digital version which can be found on the Visit Jax app.
- If someone asks, “What do I have to do to get a stamp?” First, they need to purchase something.... preferably a beer, but brewery merchandise is good too.
- Where do you (the brewery) stamp your awesome logo? Turn to the last few pages of the passport, find your box and stamp away... of course after they pay. If they are doing the digital version, you will provide them with your brewery-specific code so they can "check-in" on the app.
- To encourage people to drink responsibly, we have provided a list of transportation options on the last page of the passport.
- If someone asks, “Is there a time limit to this?” No, a visitor can complete the passport at their own leisure, even if that means multiple trips to Jacksonville. We do not suggest attempting to complete the passport in one day!
- **Everything is FREE!** The passports, buttons, stickers and flyers. Koozies and t-shirts are free too, if they complete the passport.
- Because we know you will receive questions on where to turn it in and how to claim your prize, tell them to flip to the last page of their passport, the directions are there. They can mail it to Visit Jacksonville or stop by our Visitor Center located at 100 N. Laura St., Ste. 120, Jacksonville, FL 32202 located in Downtown Jacksonville. The prizes are as follows:
  - 4 stamps= Koozie
  - 8 stamps= T-shirt and koozie
  - All stamps= All of the above prizes as well as a super-secret prize for completing the entire passport!

If you have any questions or run out of any Jax Ale Trail materials, please contact Lauren Hickox at 904-421-9183 or [lhickox@visitjacksonville.com](mailto:lhickox@visitjacksonville.com).