



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 a Jax Ale Trail Passport
- 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 page 15-20 of the passport, find your box and stamp away... of course after they pay!
- 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 you 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 into Visit Jacksonville or stop by our Visitor Center located at 100 N. Laura St., Ste. 120, Jacksonville, FL 32202 in Downtown Jax. The prize is a koozie for 4 stamps, t-shirt and koozie for 8 stamps and an additional *Special Prize for completing the entire passport.

If you have any questions or run out of any Jax Ale Trail materials, please contact **Shivani Kanji, 904-421-9183** or skanji@visitjacksonville.com