

15th ANNUAL FERNDALE PUB CRAWL

FRIDAY JULY 29, 2011

TO: Potential corporate sponsors, Ferndale area businesses and club/restaurant owners
Re: Pub Crawl Inclusion, Event Info, Sponsorship Opportunities

Planning is underway for one of the most popular and anticipated events each summer in Ferndale. The 15th Annual Ferndale Pub Crawl will again be held the last Friday in July, and this year we are planning for the **number of participants to surpass 2,000**. We are also planning on changes this year to help the bars and restaurants manage these crowds, while ensuring safety and fun for all.

This event began 15 years ago with 36 people walking to a half dozen bars in downtown Ferndale. This year the crowds will visit up to 20 establishments. All funds raised go to local tax-deductible charities, such as the Ferndale Police Auxiliary, FernCare, Ferndale Community Foundation, and the Michigan AIDS Coalition.

The event is a walking tour of the pubs, bars, and restaurants in downtown Ferndale. No motor vehicles are permitted. The crowds of residents and visitors are very diverse, made up of women and men, gay and straight, from many cities and regions of Michigan, other states and countries, and they range in age from 21 to their late 70s. They are professionals, blue and green collar workers and millennials. They buy food and drinks, and they see the shops and stores that abound in our vibrant downtown.

This year will again include multiple waves of walkers taking varied routes to the stops. Each venue should experience constant waves of patrons that will arrive at staggered times through the evening. This also will prevent any one bar from being “last.” The result will be more business for your individual clubs, with less stress on your staff.

We have an army of volunteers who will help with the event. These volunteers, along with support from the City, the DDA, local groups and the charities, will ensure another smooth, successful event.

See the attached sponsorship information sheet, which includes the costs to be a stop on this year's crawl. Our deadline is early this year ... **to ensure your participation, reply (with check) by May 30, 2011. Make tax deductible checks payable to MAC Pub Crawl.**

More Info: Craig Covey 248-721-6434 cscovey@aol.com
Volunteer Co-Chair

Monica Mills 248-330-2328 mmills@michiganaidcoalition.org

Michigan AIDS Coalition 429 Livernois, Ferndale, MI 48220

15th Annual Ferndale Pub Crawl

Friday July 29, 2011

Sponsorship Levels

(All proceeds contributed to 501 c 3 tax-deductible charities)

Martini Level

\$2,000

Your name/corporate logo in large print over event name on all event materials including posters, flyers, ads, press releases, and pub crawl ID, VIP and staff/volunteer badges we create. Your logo will be hyper-linked on the pub crawl web-site www.ferndalepubcrawl.org. We will include verbal mention of your name in all announcements at the event, at promotional events, in the media and also include 10 free VIP passes to the event.

(Naming rights for one corporate entity also are available at a cost of \$4,000.)

Cocktail Level

\$1,000

Your name/corporate logo listed in medium sized print on all materials including posters, flyers, ads, press releases, VIP and staff/volunteer badges. Your logo will be hyper-linked on the pub crawl web-site www.ferndalepubcrawl.org. We will include 5 free VIP passes to the event and verbal mention of your name during announcements at the event and at promotional events.

Draft Beer Level

\$ 600

Your name/logo included on all posters, flyers, ads, and press releases. Your business name will appear on the pub crawl web-site www.ferndalepubcrawl.org. We will include verbal mention of your name during announcements at the event and at promotional events and 3 free passes to event.

Media Sponsorship

Available to newspapers, magazines, radio and television stations at the same levels listed above or may be traded / negotiated for in-kind support via publicity including news stories, display ads, etc.

Official Pub Crawl Venues/Stops

\$275

Available to licensed establishments including bars/pubs/clubs/restaurants along Woodward Avenue, Nine Mile Road and West Troy Street in Ferndale. Listed on all pub crawl materials, pub crawl web-site and publicity and becomes an official stop.

Listed Restaurant Opportunities \$ 75

An opportunity for restaurants, stores, or coffeehouses without liquor licenses to be listed as available stops. Name listed on all pub crawl flyers, posters, press releases and walk materials. Your business will appear on the pub crawl web-site.