



Heart of Tyler Inc.'s Red, White & Booze Bar Crawl



To whom it may concern,

Thank you for interest in supporting Heart of Tyler Inc.'s upcoming event: The Third Annual Red, White & Booze Downtown Tyler Bar Crawl, taking place July 6, 2019 in Downtown Tyler. Our volunteer-run committee has been hard at work planning a great event again this year! I'd love to take this opportunity to give you a little insight on this event and its importance.

When the Promotions Committee set out to create an event that would promote walkability, as well as the thriving businesses downtown, they decided a good, old-fashioned "Bar Crawl" would be perfect. What better way to convey to the public how easily walkable our Downtown can be besides actually showing them?

In the past two years, this Downtown Bar Crawl was a huge success! In 2017, for example - with a conservative cap of 80 tickets to be sold - the event was sold out in less than three days using only social media and word of mouth advertising. Last year, our team decided to sell 100 tickets, which quickly sold out. With excitement, we reopened ticket sales with another 50 tickets, selling out within a few hours. Red, White & Booze has been extremely well-received by all attendees, as well as business owners who participated!

"It was great to see the community getting involved in what we have going on in Downtown Tyler! Great to see so many new faces that have never been here before!" said Brian Gilstrap, owner of ETX Brewing Co.

The crawl not only raises money for the Promotions Committee to fund even more events to bring business to Downtown, but it also draws a new crowd of individuals who don't normally spend much time Downtown, and opens their eyes to the great things happening here!

Your sponsorship directly benefits Heart of Tyler, Inc., the community's only 501(c)3 organization 100% dedicated to Downtown revitalization. We thank you whole-heartedly for your support. Please feel free to reach out with any further questions using the contact information below.

With Heart,

A handwritten signature in black ink that reads "Kaitlyn Porterfield".

Kaitlyn Porterfield
Heart of Tyler, Inc. Board Member
Promotions Committee Chair
(903)748-8597



2018 Committee



Heart of Tyler Inc.'s Red, White & Booze Sponsorship Levels



\$3,000: The Big Boom - Presenting Sponsor

- Social Media Promotion
- Logo on Print & Digital materials
- Logo on HOT's RWB Landing Page
- 6 RWB Tickets
- Logo incorporated into RWB 2019 Logo
 - Front of RWB shirt
 - Logo appears everywhere RWB's does

\$1,500: Sky Rocket - Shirt Sponsor

- Social Media Promotion
- Logo on Print & Digital materials
- Logo on HOT's RWB Landing Page
- 4 RWB Tickets
- Top & Largest Logo on back of RWB Shirt
- Over 150 Shirts to be Printed

\$1,000: Roman Candle - Promo. Sponsor

- Social Media Promotion
- Logo on Print & Digital materials
- Logo on HOT's RWB Landing Page
- 2" Logo on RWB Shirt
- 4 RWB Tickets
- Exclusive Company Logo on:
 - Shades
 - Bag
 - Koozie

\$500: Bottle Rocket

- Social Media Promotion
- Logo on Print & Digital materials
- Logo on HOT's RWB Landing Page
- 2" Logo on RWB Shirt
- 2 RWB Tickets

\$300: Sparkler

- Social Media Promotion
- Logo on Print & Digital materials
- Logo on HOT's RWB Landing Page
- 2" Logo on RWB Shirt

\$150: Sidewalk Popper

- Social Media Promotion
- Logo on Print & Digital materials
- Logo on HOT's RWB Landing Page

Vendor Name: _____

Vendor Address: _____

Contact Name: _____ Title: _____

Email: _____ Cell: _____

Payment can be made in form of check, or paid online at heartoftyler.org

I would like my name/company to appear on applicable print/digital material as:

Signature of Authorizing Contributor

Signature of HOT Committee Member

Thank you for your support of Heart of Tyler, Inc.
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