



MAIN STREET BIA PROGRESSIVE PUB CRAWL EXPERIENCE

Powered By:





EVENT LOGISTICS

Restaurants on Board
Tickets
Dates and Times



RESTAURANTS ON BOARD



1st Stop: Cachet

Providing Charcuterie, and a bucket from White Claw filled with two flavours of White Claw and two types of Market Brewing Co. Beer



2nd Stop: Ground Burger Bar

Items to be confirmed – Suggested Poutine or Onion Rings and a Cider per person



3rd Stop: Hungry Brew Hops

Pending - Items to be confirmed



4th Stop: Olde Village Free House

Pending - Items to be confirmed




Bonus Stop: Old Flame Brewery

Pending – Possible attendees get a sample, and discount off full pint



TICKETS

- Tickets will be sold at \$100.00 per person and be sold online through Snapd Tix. 
- Tickets will go on sale at 10:00 am on Friday April 23, 2021
- Ticket Copy will Include:
 - Restaurants involved with what food and drink item each is providing
 - Event is happening rain or shine
 - Must be 19+ to purchase ticket
 - Refunds will be offered if event is cancelled due to a lockdown



DATES AND TIMES

- Pub Crawl will run every Thursday for the month of July 2021
- Dates are : July 1, July 8, July 15, July 22, and July 29
- Time Slots are as follows:

Time Slot 1

4:00 pm - 4:45 pm
4:45 pm - 5:30 pm
5:30 pm - 6:15 pm
6:15 pm - 7:00 pm

Time Slot 3

5:30 pm - 6:15 pm
6:15 pm - 7:00 pm
7:00 pm - 7:45 pm
7:45 pm - 8:30 pm

Time Slot 2

4:45 pm - 5:30 pm
5:30 pm - 6:15 pm
6:15 pm - 7:00 pm
7:00 pm - 7:45 pm

Time Slot 4

6:15 pm - 7:00 pm
7:00 pm - 7:45 pm
7:45 pm - 8:30 pm
8:30 pm - 9:15 pm





CREATIVE

Potential Logos
Lanyard Mock Up
Face Mask Mock Up





POTENTIAL LOGOS





FACE MASK MOCK UP





LANYARD MOCKUP

- Updated Version is being created
- Lanyard itself will have the pub crawl logo and Market brewing logo



SPONSORS





SPONSOR FOR
LANYARDS





SPONSOR
FOR FACE
MASKS





ADDITIONAL SPONSORS

More Coming!





SOCIAL MEDIA STRATEGY

Phase 1

Phase 2

Phase 3





PHASE 1

DETERMINING RESTAURANTS



DETERMINING RESTAURANTS - QUESTION #1

If you had to choose what would be your favourite restaurant or pub on Main Street in Newmarket?

IF YOU HAD TO CHOOSE,
WHAT WOULD BE YOUR
FAVOURITE RESTAURANT
OR PUB ON MAIN STREET
IN NEWMARKET?



Tell us Below

10:08
Messages

Pub Crawl 4d

IF YOU HAD TO CHOOSE,
WHAT WOULD BE YOUR
FAVOURITE RESTAURANT
OR PUB ON MAIN STREET
IN NEWMARKET?

EXCITING NEWS IS COMING YOUR WAY,
BUT FIRST WE NEED YOUR HELP!

NEWMARKET, ONTARIO

Tell us your favourite
below!

Type something....

More

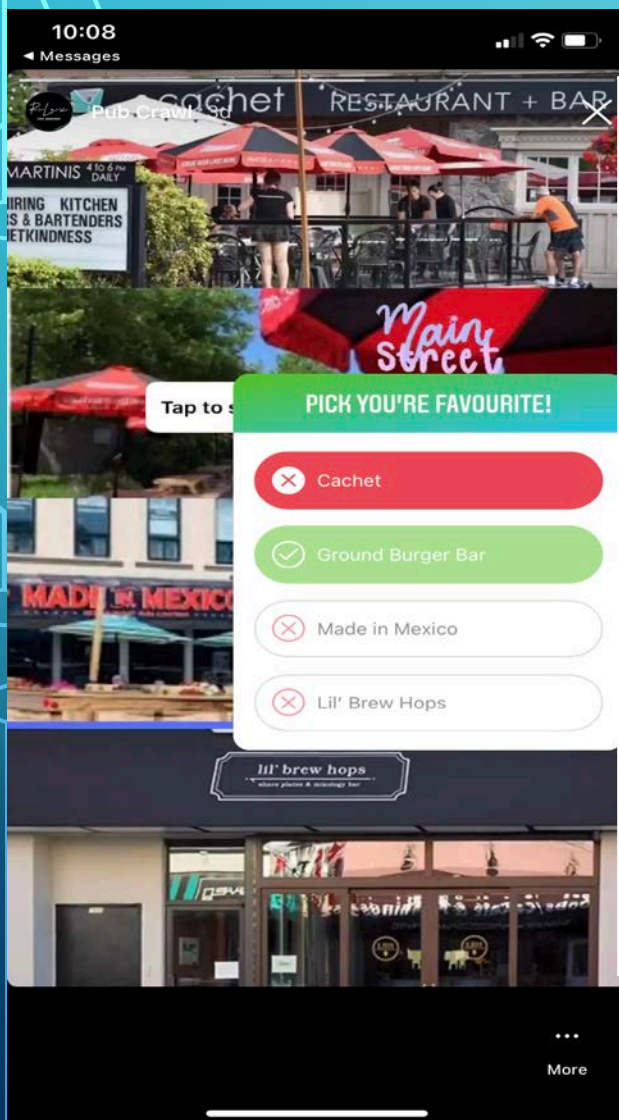
Restaurant Name	# of Votes
Cachet	5
Ground Burger Bar	2
Olde Village Free House	3
Hungry Brew Hops	8
Lil' Brew Hops	3
Made in Mexico	4
Old Flame Brewery	2
Grey Goat	1
Joia	4

32 Votes on this question

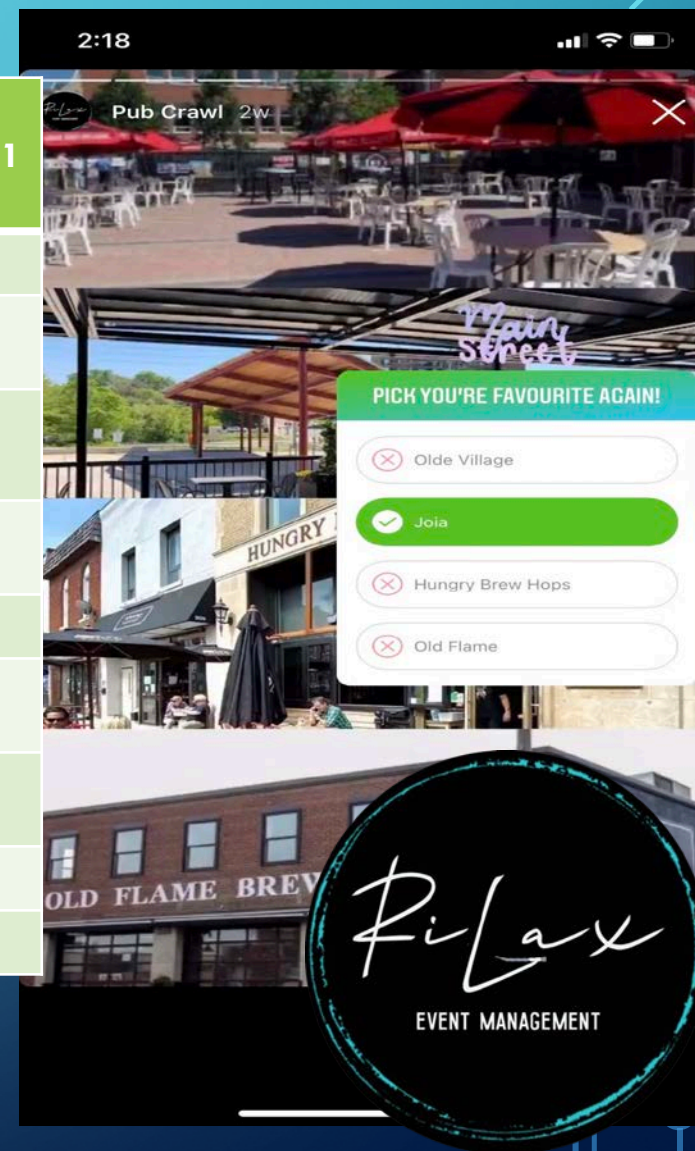


DETERMINING RESTAURANTS – QUESTION # 2

Multiple Choice x 2 : Pick You're Favourite



Restaurant Name	# of Votes from Question 1	# of Votes from Question 2	Total # of Votes from Questions 1 and 2
Cachet	5	36	41
Ground Burger Bar	2	45	47
Olde Village Free House	3	27	30
Hungry Brew Hops	8	49	57
Lil' Brew Hops	3	34	37
Made in Mexico	4	20	24
Old Flame Brewery	2	13	15
Grey Goat	1	0	1
Joia	4	44	48



DETERMINING RESTAURANTS - POLLS

1:57

Pub Crawl 2w

Tough choice, we know.



@HBHC00DEATSCO

HUNGRY BREW HOPS	GREY GOAT
60%	40%



@GREYGOATPUB


Seen by 64

More

1:57


Pub Crawl 2w

Two of our favourites. Which one is yours?



@CACHETSUPPERCLUB

CACHET	LIL' BREW HOPS
58%	42%



@LILBREWHOPS


Seen by 73

More

1:57


Pub Crawl 2w

Which one of these local favourites?



@RESTAURANTMADEINMEXICO

MADE IN MEXICO	OLDE VILLAGE
48%	52%



@OLDEVILLAGEFREEHOUSE


Seen by 67

More

1:57


Pub Crawl 2w

Another Tough Choice. Whom will it be?



@JOIAONMAIN

JOIA	GROUND BURGER BAR
48%	52%



@GROUNDBURGERBAR


Seen by 67

More

1:57

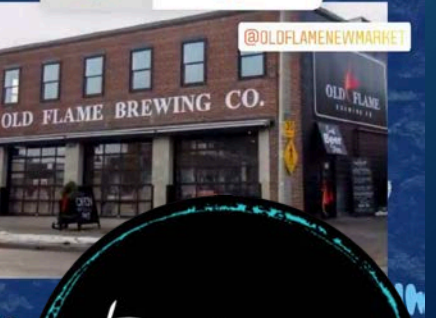
Pub Crawl 2w

BONUS ROUND!



@GREYGOATPUB

GREY GOAT PUB	OLD FLAME BREWERY
40%	60%



@OLDFLAMENEWMARKET

Seen by 61

More



DETERMINING RESTAURANTS – FINAL

Restaurant Name	# of Votes from Question 1	# of Votes from Question 2	Total # of Votes # 1 & 2	# of Votes from Poll # 3	Total # of Votes #'s 1,2, & 3
Cachet	5	36	41	31	72
Ground Burger Bar	2	45	47	25	72
Olde Village Free House	3	27	30	27	57
Hungry Brew Hops	8	49	57	37	94
Lil' Brew Hops	3	34	37	27	64
Made in Mexico	4	20	24	30	54
Old Flame Brewery	2	13	15	30	45
Grey Goat	1	0	1	9	10
Joia	4	44	48	27	75

Top 4 Restaurants: Hungry Brew Hops, Joia, Cachet and Ground Burger Bar





PHASE 2

DRUMMING UP EXCITEMENT



DRUMMING UP EXCITEMENT

1

Post will include videos, Posts, and IGTV of things related to the experience

2

Through the focus of community engagement these ads will engage and create organic conversation to build energy and awareness about the Progressive pub crawl experience

3

Partner and Sponsor stories/recognition





PHASE 3

PROMOTING TICKET SALES





PROMOTING TICKET SALES

- 1/4 page ad in Snapd Newspaper
- Post Instagram story of how the event idea came to life and what you would like to see it become. Which will build want and desire for the event, and make people want to be a part of the start of this event.
- Tickets marketed with incentive (create urgency, get yours before they are gone! ,etc) heavily pushed through Facebook and Instagram.
- Paid Facebook/Instagram ad marketing towards target demographic (Age 30-50, Location Newmarket, Aurora, Bradford, Surrounding Communities, return customers to all parties involved)



THANK YOU
ANY QUESTIONS OR COMMENTS?

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