



## **About RiLax Events**

RiLax, is an Event Management Services company founded in 2020, that provides keen insights into the events industry. RiLax has 15 years of combined experience in the events industry, making them destined to be a reputable company in the GTA and surrounding communities. The dynamic duo of Ariana Laxdal and Spencer Ramsey are an unparalleled force in the world of event management, with an outstanding selection of specialized event offerings. RiLax has formed many strategic partnerships to be able to cater to the needs of all their clients, which, all the while solidifying their roots as the top choice for events of all kinds.

Whether you need to plan a special intimate event or a large corporate function, RiLax plans, organizes and executes the entire event, RiLax is involved in every step of the process and sees it through to completion. We provide a variety of different services, all of which are customized depending on the needs of what is desired, and we pride ourselves on always exceeding expectations.

<https://rilaxevents.com/>

<https://www.instagram.com/rilaxevents/> OR handle is rilaxevents

## **Pub Crawl Experience**

### **Mission:**

To create an experience that our community can attend while in the pandemic (red zone or lower) that brings local businesses together, and provides a unique event for the community to attend and support their local business. The mission is to have this event scaled back for 2021 during the pandemic, only allowing a maximum of 4 per group due to restrictions, but to grow this “pub crawl” experience within the next 3-5 years to have groups of 25-30 people or more and make this event bigger and better for our community.

We can make the name of it “progressive restaurant crawl experience” or progressive pub experience to attract a broader age group as well due to pandemic times.

## **Costs and Pricing**

Instead of Rilax Events charging the usual event management fees, we will waive that cost and instead take a portion of each ticket sale to cover the costs of planning and organizing the event.

Price per ticket will be \$100.00 per person + service fee( for online ticketing platform) This includes a drink and appetizer at 4 different restaurant locations on main street. Each restaurant will get \$20.00 per person to cover the cost of the alcoholic beverage and a food item This makes up a cost of \$80.00 per ticket to go towards the restaurants, and then \$5.00 to go towards marketing and advertising, and \$15.00 towards Rilax to cover event and planning costs.

### **Cost Breakdown**

- + \$20.00 (Restaurant 1- beverage and food item)
- + \$20.00 (Restaurant 2- beverage and food item)
- + \$20.00 (Restaurant 3- beverage and food item)
- + \$20.00 (Restaurant 4- beverage and appetizer)
- + \$5.00 (Marketing and advertising)
- + \$15.00 (Rilax event planning and organizing)

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= \$100.00 per ticket

### **Notes:**

- Option to cover some of the Convenience/service fee that comes with ordering tickets online from Rilax Events to make tickets cheaper and more desirable to consumers.
- Option to add a 5th restaurant and pay each restaurant \$16.00 each. Don't recommend doing this at this time as it keeps it smaller for now and gives more room to grow in years to come.
- Option to add a stop at Old Flame at the end, for people to stop in and grab a final craft beer.

## Logistics

Start the pub crawl from Cachet and have start times every forty five minutes to keep the crawl going, and ensure proper turnover in the restaurants and give the feel of a proper pub crawl.

Restaurants to consider for after Cachet :

Hungry Brew Hops

Little Brew Hops

Joia

Made in Mexico

Olde Village Free House

Open to other suggestions, as well of course.

First start time will be at 4 pm ( for the early birds) and times until 6: 15 pm. 45 minutes at each location which will allow for people to enjoy their food and drink and give them time to walk to their next destination.

Time slots will go as follows:

Time 1 - early bird

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 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 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 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

Notes:

- Time Slot 4 last restaurant will have to ensure drink is poured/served by 9 pm if in red zone still

- Please note depending on what zone we are in at the time we can add more time slots to allow for more groups.

These experiences will run every Friday for the month of July 2021. If we see great response from this, then we can add on Thursday night as well. Tickets for the experiences will be set to go on sale by Mid- Late May. We can select a launch date together and from there the social media marketing plan can be built out further.

The ticketing for the experiences will be done through Snapd Tix as the platform is easy to use and they are a trusted partner for social media and marketing for this event. We will sell the tickets for each time slot through Snapd tix, and as the tickets are bought we will then reserve the time slots on the application “open table for each restaurant at each time so that the restaurants can remain organized and know exactly how many people are coming at each time.

## **Social Media and Marketing**

Through our strong partnership with Snapd Magazine we can provide a variety of print and social media advertising campaigns . Also we will provide feedback and direct statistics about your impact on social media for the event. We propose a 4 phase strategy.

### *Phase 1.(ASAP)*

- Grassroots “pull” strategy on Instagram, Twitter and Facebook that can speak to the authenticity of Main street.
  - *Instagram live sessions ( owners of participating businesses)*
  - *Community engagement photo highlight*  
*-Have members of the community send things they are doing during the pandemic*
  - *Employee spotlights/ workplace culture stories*
  - *Partner and sponsor stories/recognition*
  - *Question/Poll story posts on instagram*

## Examples of questions/polls

1. RiLax Events post on Instagram and Facebook  
“What is your favorite pub/restaurant on mainstreet?”
2. What night of the week would you like to attend a progressive pub crawl experience?
  - A. Thursday
  - B. Friday
  - C. Saturday
  - D. Sunday

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.

### Phase 2.(3 weeks prior to event)

- Possible contest giveaway for free tickets (for a pair)
- ¼ page ad in Snapd Newspaper
- Ramp up Social media output adding videos/igtv of things related to the experience.
- 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.
- At this point tickets should be released for sale and marketed with incentive (create urgency, get yours before they are gone! ,etc) heavily pushed through facebook and Instagram.

### Phase 3.( 1-2 week prior to event)

- Paid facebook ad marketing towards target demographic (Age 30-50, Location *newmarket,Aurora,Bradford,surrounding areas*,return customers to all parties involved)
- Direct email list marketing to solidify loyalty and enhance the customer relationships.

Phase 4/Follow up.(1 day -week post event).

Public “Thank you” to attendees, partners and sponsors through Instagram, Facebook and Twitter expressing gratitude for being a part of the experience. Personal emails to each partner and business involved thanking them and inviting them back next year.

debrief of social media impact statistics and footnotes to better understand how we can approach the following years.