

FAT TUESDAY - Feb 21, 2012



PARTICIPATING LOCATIONS

Sign up to be a featured participating location and have your restaurant/venue featured on event marketing and printed collaterals, including;

- Mardi Gras in the Gaslamp webpage on Gaslamp.org
- Day of event program (quantity: 10,000)
- Mardi Gras in the Gaslamp Participating Locations Kiosk Directory Map (posted in select Gaslamp Quarter kiosks directories)
- Participating Locations Google Map (showcasing all of the Participating Locations, accessible online and via mobile phones)
 - o Will be linked to Mardi Gras in the Gaslamp webpage, and can be downloaded as a mobile guide by scanning a QR code on the kiosk directory map and event program
- Select web banner advertising
- Gaslamp Insider e-blast to approx. 15,000 dedicated subscribers
- Social media
 - o Facebook:
 - o Gaslamp Quarter (<http://www.facebook.com/MyGaslamp>): 6,000+ fans
 - o Mardi Gras in the Gaslamp (<http://www.facebook.com/SanDiegoMardiGras>): 2,300+ fans
 - o Twitter (<http://twitter.com/GaslampQuarter>): 5,900+ followers

To be a participating location, you are required to;

- (1) Feature our sponsors' products within your venue (this means excluding competitor products as well) by offering special discounts and recipes on Shock Top & Budweiser (hopefully a distilled spirit as well – TBA),
- (2) Allow posting of sponsor signage for a brief promotional period (Thursday, February 16 – 21). Patio signage is permitted on Tuesday, February 21 only, due to the Mardi Gras in the Gaslamp Special Event Permit.

*Alternate programs with direct ticket sales are also allowed -
Contact Tricia directly for details.*

Yes, I will be a Participating Location for 2012 Mardi Gras in the Gaslamp and agree to the Terms listed above.

Business Name _____

Contact Name _____

Phone _____ Email _____

Signature of Agreement to Terms _____

Number of participants is limited - Act today!

DEADLINE FOR INCLUSION IN PRINT - FEB. 10, 2012

FAX to (619) 233-4693