

INTRODUCING THE

MISS
Mary's

BLOODY MARY WALK



1

Why we do it.

- To drive revenue to local bars and restaurants on what would traditionally be a slow day.
- To raise money for a local charity.
- To help showcase your bar and increase brand awareness for Miss Mary's.

2

Your role.

- Staff up and batch up. You may see up to 500 people during the event. Don't try and make the bloodyies one at a time.
- Hang the promo posters and help create awareness of the event in your establishment and on social media.
- Share the event on your Facebook Page.
- Create your signature Bloody Mary and provide a fun and unique garnish.
- Don't go too big! Serve a 8-10oz Bloody Mary. People get too full if they are too big.
- Be stocked up on other items. The additional sales due to the amount of people are large.

3

Our Role.

- Promote and presell the tickets. We will give you steady updates on the counts so that you can prepare.
- Check in and ID the participants the day of the event. They must check in with us prior to visiting you.
- Provide all of the marketing materials and day of materials.
- Pay you \$5/Bloody Mary. This covers your Bloody and Garnish. Don't do a full size Bloody.
- Announce the winner and provide a plaque for you to brag about yourself.



SCHEDULE

- 11AM** FIRST FLIGHT START TIME
- 1:30PM** FIRST FLIGHT ENDS
- 1:30** BAR RESET TIME
- 2PM** SECOND FLIGHT START TIME
- 4:30PM** SECOND FLIGHT ENDS



- Both Flights can have up to 250 people.
- There is a half-hour break in between flights. However, the First Flight participants will usually stay around for most of the day.
- Participants must check in with us prior to starting the event to receive their wrist band and ticket.




WHAT DOES A TICKET LOOK LIKE?

1ST ANNUAL EXCELSIOR, MN

BLOODY MARY WALK

brought to you by

MISS Mary's
MORNING ELIXIR



*Present this ticket for 1 Bloody Mary at each site listed. Staff will check the box when you order.

- BULL & WREN
- RED SAUCE REBELLION
- COALITION
- MONTEGOBLU*
FORMERLY THE SUBURBAN


Try them all, then VOTE for your favorite!

FLIP TO VOTE

MAY 7TH
11am to 1:30pm

FIRST FLIGHT

FOLLOW US!
@MISSMARYSMIX



SIMPLY CHECK THE BOX OFF AS THEY GRAB A BLOODY

DIFFERENT FLIGHTS HAVE DIFFERENT COLORS

FLIP OVER TO SCAN QR CODE TO VOTE.

AFTER THE EVENT MISS MARY'S MIX WILL:

- 2-3 DAYS** TALLY THE VOTES
- 2-3 DAYS** SEND YOU EMAILS OF ATTENDEES
- 2-3 DAYS** ANNOUNCE THE WINNER
- 7-10 DAYS** PAYOUT BARS
- 30 DAYS** SEND THE PLAQUE

EXTRA DETAILS

- Tickets are pre-sold through Eventbrite. They do not release the funds for roughly one week after the event. We will send a report for payouts.
- When someone votes, we collect their email address. We will share these with you.



SOUNDS FUN.

Now what?

1

We agree on a date together.

We don't want to compete with other in town events.

2

We start promoting online and you start in your bar.

We will drop off posters that people can sign up by scanning the QR code.

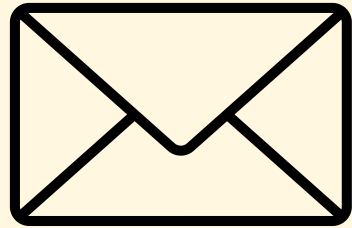
3

We stay in touch.

We will keep you updated with ticket sales so you can plan accordingly.



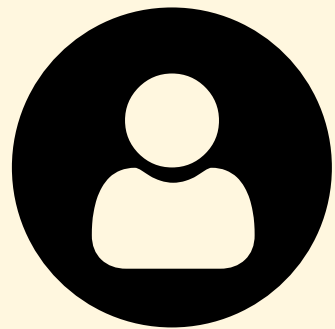
KEEP IN TOUCH



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