



The Hamburg Boutique Crawl was established in 2018 as a semi-annual event and has been growing ever since. It brings a sense of community and liveliness to the village while focusing on supporting our hard working retail based businesses. Developed as a way to bring small businesses together, while creating a *memorable* and *fun* experience for attendees; the "Crawl" is highly anticipated season after season.

What?

A day full of shopping and giveaways as hosted safely at each officially participating retailer

When?

Friday, Oct 22nd from 12pm - 8pm

Where?

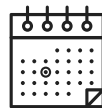
All around the Village of Hamburg

Quick Stats



7th

semi-annual
event



40k

organic
event
reach



180+

swag
bags



1.7k

average event
responses

24

average
participating
retailers

+
Official Pop Ups



Restaurants

What does this mean for you?

Attendees of The Boutique Crawl come from ALL surrounding cities and they make a day of it! They flock to local restaurants before, during, and after shopping. Your restaurant is part of their experience!

We know that hundreds of people come out for this event. That means, there are hundreds of people looking for a place like YOURS to grab lunch, dinner, or a beverage.

In addition to all the sponsorship level perks listed below, your restaurant will also have the opportunity to offer a special/promotion during specified hours of the event (ie a Half Price appetizer or Buy 1 Get 1, beverages from 4-8pm). Your promotion is your choice and will be listed in the event page to encourage attendees to choose your restaurant throughout the event. We know things can change last minute so all promotions are listed as *subject to change* and *offer valid during promotional hours only*

You will receive signage stating you are an Official Sponsor and Participating Restaurant of The Boutique Crawl.



Boutique

HAMBURG
EST. 2018

CRAWL

7 T H S E M I - A N N U A L

ABOUT THE CRAWL

With the desire to create an event where local retailers could be part of something larger than themselves, the Boutique Crawl was born. It was important to create something that the community would be really excited about showing up for and participating in. Shopping small is SO important, for more than just during the holidays. [Especially through this pandemic] The experience you get when you shop locally can't be rivaled and the sponsorship you decide on, helps support your local businesses through this event. Let's keep a thriving community.

PERSONAL STAKE

Rachel, here; hi, nice to meet you! This event means so much to me. It was something I created, in 2018, with no clue how it would turn out; I poured months of work into pulling the very first one together. This event was not only needed for the retailers but desired by the community. I trusted in that idea so much, that I fronted every cost for the initial event because I believed in it. I'm so grateful for the success it has shown and for all the local shops that took a leap with me by being involved from the very beginning! A large part of this event has to do with an atmosphere of community and swag bag perks for attendees. Your sponsorship helps both of those things.

WHY SPONSOR?

We get it. You're asked to sponsor a lot of things, so we want to make sure its worth your while. Depending on how you choose to help, you'll..

- Have the opportunity to include business cards, pamphlets, coupons or even physical goods to 180+ swag bags given out to attendees on a first-come, first-serve basis
- Be addressed by name as a sponsor on any media outlets covering the Crawl
- Have your name or logo printed on marketing materials & in the Event Page with visibility to an audience of *30k people (*based on previous events)
- Have a direct link to your site, on the Journal of IndieTwenty.com

By choosing a sponsor package, you get to support your community and help it to thrive.



The Hamburg Boutique Crawl featured on Wake Up! Channel 4 WIVB



Boutique

HAMBURG
EST. 2018

CRAWL

7 T H S E M I - A N N U A L

NOW THAT YOU KNOW A BIT ABOUT OUR EVENT, WE
WOULD LOVE YOUR CONSIDERATION

Sponsorship Opportunities

LEVELS

Each level will include the perks of the level on the previous tier,
plus shout outs on social media & QR code listing

\$150

*Thank You
Sponsor*

\$150, Thank you sponsor: Just a little something to
show support for an event that bring the village to life

- Business name listed on signage during the event & in the Event poster QR code
- Listed as sponsor in Event Graphic, on FB Page
- Listed as a sponsor on the Site for the season

\$250

*Operations
Sponsor*

\$250, Operations Sponsor: Helps cover printed
marketing and day-of event materials

- Benefits of Thank You Sponsor, plus..
- Ability to include physical company advertisement and/or gift item in 180+ swag bags*
- Listed as a sponsor on the Site for 1 year

\$400

*Premier
Sponsor*

\$400, Premier Sponsor: Helps cover all additional
supplies and event atmosphere boosters. As well as
future scholarship opportunities.

- Benefits of Operations Sponsor, plus..
- Logo printed on backs of Crawl Cards
 - (these are carried by attendees throughout the event)
- Be addressed by name as a sponsor on any media outlets covering the Crawl
- Direct Link to your website on the Journal of IndieTwenty.com (approx 3k unique visitors/mo) and shoutout to entire email subscriber list.
- Ability to set up info table, per request

*Materials to include in the Swag Bags will be collected closer to The Boutique Crawl, but must be in hand 1 week prior to event.



The major goal of this event is to support small businesses by bringing a meaningful event to the village that is *free to attend* for the community, while also supporting and compensating individual businesses for their services, so they can in turn grow.

HOW TO SPONSOR

Sponsorships may be made directly through the "Become a Sponsor" link on TheBoutiqueCrawl.com or via Check, PayPal & Venmo.

Checks will be picked up to ensure timeliness in order to have marketing materials include your business. Please call or email with any questions.

Online: bit.ly/bcrawlsponsor

Check: Indie Twenty or Rachel Sweeney

PayPal: Rachel.Sweeneyitj@gmail.com

Venmo: RachelSweeneyitj *please include contact email

Contact

Email: rachel@indietwenty.com

Website: www.TheBoutiqueCrawl.com

Visit our Facebook Event Page at **The Boutique Crawl,**

Hamburg, Fall '21

Cell: (716) 517-5021

Thank you for considering sponsorship
of the Hamburg Boutique Crawl,

Rachel