



About The Mighty Mule Party

The Mighty Mule Party is Tampa's newest lifestyle event to celebrate the Mule cocktail. Over 1,000 attendees are expected at this inaugural event at The RITZ Ybor on July 25th, 2019. Attendees will receive a custom copper mug upon entry and enjoy unlimited mule samples from some of Tampa Bay's finest bars and restaurants. They will also be able to vote on their favorite mule cocktail and we'll give a participating restaurant/bar/brands the title of BEST MULE in TAMPA BAY!

Why Participate?

The Mighty Mule Party is produced by the partnership of Sunset Events and Big City Events.

For years **Sunset Events** has dominated the dance music industry with top events, festivals, and promotions in Tampa Bay and Central Florida. Sunset Events operates the historic RITZ Ybor, the leading special events + live music venue in Tampa and also co-produces Sunset Music Festival which attracts a weekend attendance of 50,000+ every Memorial Day weekend.

Big City Events is a special event company behind some of Tampa's largest festivals, including the Tampa Bay Margarita & Music Festival, Summer of Rum Festival, Sushi Battle, Tampa Bay Bloody Mary Festival, and others. So you know that The Mighty Mule Party will be a success.

Marketing and Exposure For YOU

- The Mighty Mule Party will invest in a comprehensive marketing campaign that includes Print, TV, Radio, Posters, Postcards, Online & Social Media
- Your restaurant/brand will be included in this marketing campaign and will receive thousands of dollars of impressions for participating
- Sunset Events, RITZ Ybor, & Big City Events Internal Database:
 - Email Database:
 - Sunset Events: 40,000+
 - The RITZ Ybor: 11,000+
 - Big City Events: 50,000+
 - Facebook Likes:
 - Sunset Events: 45,000+
 - The RITZ Ybor: 37,000+
 - Big City Events: 35,000+ (combined)

- Twitter Followers:
 - Sunset Events: 8,200+
 - The RITZ Ybor: 8,500+
 - Big City Events: 2,000+ (combined)
- Instagram Followers:
 - Sunset Events: 19,300+
 - The RITZ Ybor: 14,600+
 - Big City Events: 5,000+ (combined)
- On-site Exposure
 - Interact with the audience you want in your restaurant during the event
 - Hand out bounce back coupons/flyers to maximize your ROI

Outside Marketing & Exposure:

Includes but not limited to:

- Tampa Bay Times – Print and Online
- Creative Loafing – Print and Online (\$10,000 value)
- 813Area.com – Online & E-mail
 - Representatives will dine at your restaurant prior to the event and develop an article based on their experience
- Yelp – E-mail distribution
- Press & Media Coverage – Past events have resulted in unprecedented press coverage for participating restaurants
- Social media – Major social media exposure and viral content including the Tampa Bay Bloggers who will blog about your restaurant
- On-site Exposure

How to Participate?

- Who Can Participate:
 - Liquor Brands
 - Restaurants & Bars
- There is NO FEE to participate
- The following items will be provided by Sunset Events and Big City Events:
 - 2 qty tables, chairs, and linens
 - 2 cases of sponsored vodka
 - Unlimited ice
 - Event Access:
 - 4 Vendor Wristbands for workers/staff
 - 2 GA wristbands for giveaways
 - If you are a restaurant and are willing to provide food pairings, a \$250 stipend will be provided
- Other requirements:
 - Minimum 1200 (3oz.) servings of Mule samples

- Minimum 500 food pairing samples during event (for restaurants)
- Must provide adequate staffing to serve samples
- Restaurant signage/menu/posters for display at event
- Must display The Mighty Mule Party poster in your establishment
- Social media mentions to promote event

Ready to Participate? Fill out this form:

RESTAURANT/BUSINESS NAME: _____

WEBSITE: _____

Facebook.com/ _____

Instagram/ _____

Twitter/ _____

CONTACT NAME: _____

Phone: _____

E-mail: _____

NEED POWER: YES ☐ NO ☐

WILL YOU BE COOKING ON SITE: YES ☐ NO ☐

WILL YOU BE USING A FRYER ON SITE: YES ☐ NO ☐

