

# 90'S<sup>SM</sup>

## BAR CRAWL



2016



2016



2016

## HISTORY

Now, this is a story all about how, the bar crawl industry got flipped, turned upside-down. It started with the dream of a few nostalgic friends who wanted to jam out to the top hits of the 90s one night. Today, we're bringing that dream to you. The 90's Bar Crawl takes you back to the glory days — to simpler times, when you used pogs to barter and when you drove karts instead of cars. We bring the crowd, the music and the drink specials, and you present your brand to thousands of participants celebrating with us nationwide!



## EVENT STATISTICS

**1,700**

AVERAGE ATTENDEES PER EVENT

**42**

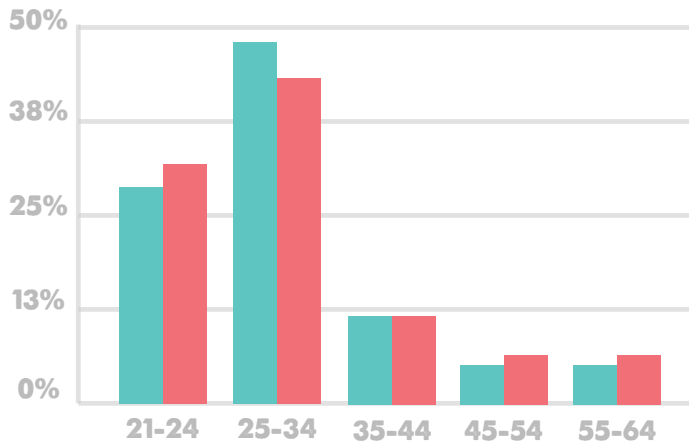
2016 EVENTS

**72,000**

TOTAL 2016 ATTENDEES



## DEMOGRAPHICS



**41%**  
MALE



**59%**  
FEMALE



AVERAGE **4.7**  
GROUP SIZE FRIENDS



**\$40,000**

AVERAGE INDIVIDUAL INCOME



**77%**

HAVE SOME COLLEGE EDUCATION OR HIGHER



## BAR STATISTICS

AVERAGE PARTICIPATING BARS PER EVENT  **8**

**↑ 25%**

INCREASE IN SALES ON EVENT DAY



## DIGITAL REACH



LOCAL FB VIEWERS PER EVENT

**10K+**



FACEBOOK FOLLOWERS

**51K**



EMAIL ADDRESSES

**55K+**



# FUTURE 2016 CITIES

BALTIMORE  
CHARLESTON  
CHICAGO, IL  
CINCINNATI  
DC  
INDIANAPOLIS  
LOS ANGELES  
LOUISVILLE  
NASHVILLE  
NEWARK, DE  
OKLAHOMA CITY  
PORTLAND, OR  
SAN ANTONIO  
SAN FRANCISCO - OAKLAND  
SEATTLE



## SPONSORSHIP OPPORTUNITIES



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