

SUPERIOR downtown Summerfest

Pub Crawl



PART OF THE DOWNTOWN SUMMERFEST CELEBRATION!

WHEN

AUGUST 8, 2015

5PM - CLOSE

WHERE

CITY OF SUPERIOR

PARTICIPATING BARS

Get your **PASSPORT** stamped by at least 5 participating bars and get entered to win **PUB Crawl Cash** or the **Go Pro Grand Prize!!!**



PARTICIPATING BARS: ANCHOR BAR-413 TOWER AVE ♦ BELKNAP LOUNGE & LIQUOR-130 BELKNAP ♦ CAPRI BAR-1224 TOWER AVE ♦ CENTERFOLDS-702 TOWER AVE ♦ EAGLE'S CLUB-1710 N. 12TH ST ♦ GRUMPY'S-3823 E. 2ND ST ♦ IZZY'S BBQ LOUNGE & GRILL-1506 N. 3RD ST ♦ KEYPORT LIQUOR & LOUNGE-1900 BELKNAP ST ♦ MAIN CLUB-1217 TOWER AVE ♦ MIKE'S PLACE-1709 N. 3RD ♦ ONEILL'S PUB-3333 TOWER AVE ♦ SHACK BAR & GRILL-3301 BELKNAP ♦ SHAM-ROCK BAR & PIZZA-5825 TOWER AVE ♦ SHORTY'S PIZZA & SMOKED MEAT-1015 TOWER AVE ♦ THIRD BASE BAR-1218 TOWER AVE ♦ TOP HAT TAVERN-705 TOWER AVE ♦ VINTAGE ITALIAN PIZZA-1201 TOWER AVE. ♦ WHO'S BAR-1114 TOWER AVE

For more information, visit: www.superiorbid.com



SUPERIOR downtown Summerfest AUGUST 8!

Pub Crawl

Happy Summer!

Expressions of interest are sought from the bars/taverns within the city limits of Superior to participate in the 2015 **Superior Downtown Summerfest Pub Crawl** on August 8th. Just like our Tower Avenue Celebration of 2014, the Summerfest Event will start at 11:00 a.m. and the Pub Crawl will follow, starting at 5:00 p.m. The Superior BID would like to encourage your participation and will provide the Grand Prize for the winning Passport holder. This year's winner will receive a Go Pro camera - retail value: \$500! For a nominal fee, you can be part of this Superior celebration - see enclosed flyer!

Participation Fee: \$50 for bars within in the BID & \$75 for bars outside of the BID

What we need from you:

Complete the form on the reverse side and return it to the BID no later than July 24th. You can also submit and pay online at www.superiorbid.com/pubcrawl.

What you get from the BID:

We provide the Grand Prize - Go Pro Camera (\$500) ● \$25 in Pub Crawl Cash as a prize give-away ● Passports to distribute to patrons ● Tickets and 2 Entry boxes (one for Pub Crawl Cash & one for the Grand Prize drawing) ● Event Posters ● Advertising on TV, Radio, BID website & social media pages

The Rules:

For Grand Prize: Customers pick up a Passport and are asked to visit at least 5 participating bars - you must buy at least one drink from each establishment to get your Passport 'stamped'. Once 5 entries are complete, Passports are dropped into entry box, at any participating bar for a chance to win the Go Pro.

For Pub Crawl Cash: Customers receive one ticket for each drink they buy, then fill out tickets and drop in entry box. Pub Crawl Cash will be given away and can only be spent at participating bars.

We look forward to having you being a part of this annual celebration!





Participation Sheet

Establishment Name: _____

Contact Name: _____

Address: _____

Phone Number(s): _____

Email: _____

Special(s) offered for Passport:

Drinks: _____

Food: _____

Music: _____

Games: _____

Other: _____

How many Passports would you like? (Circle one) 25 35 50

Passports can be picked up at the BID no sooner than one week prior to the Pub Crawl.

Your business information and specials offered will be posted on the BID website to encourage customers to be sure to stop and have you initial their Passport!

Entrance Fee:

☐ Inside the BID - check enclosed for \$50 ☐ Outside of the BID - check enclosed for \$75

☐ Bill Me

Please return to:

Superior BID
1401 Tower Avenue #302
Superior, WI 54880

If you have any questions, please call us at 715-394-3557

THANK YOU FOR YOUR PARTICIPATION!



Suprior
downtown
Summerfest
Pub
crawl

(See reverse for details!)

Suprior
downtown
Summerfest
Pub
crawl

(See reverse for details!)

Suprior
downtown
Summerfest
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(See reverse for details!)

CALLING ALL CITY-WIDE BARS IN
SUPERIOR FOR THE

SUPERIOR downtown
Summerfest
Pub Crawl

Help us make this event a superior
success...starting with you!

AUGUST 8 - 5PM-CLOSE

Entry Fee: \$50 for bars in the BID
\$75 for bars outside of the BID

It works like this....

You offer one or more:

Drink Specials
Free Appetizers
Drawings
Give-A-Ways
Bands/Music

BID provides:

Free Event Posters
Website/FB & Radio/TV Advertising
Pub Crawl Dough & Grand Prize for Drawing
(AMONG PARTICIPATING BARS)

We look forward to your participation...go to
www.superiorbid.com to let us know you will
be a part of this spectacular event!

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BROADWAY & TOWER STAGE

11:00 AM

SOUNDS UNLIMITED

11:00 AM

STERLING SILVER

12:30 PM

ALWAYS & FOREVER

1:00 PM

SOMETHING SUPERIOR IMPROV

2:00 PM

DEEP WATER MUSIC

4:00 PM

SCOTT JOHNSON TRIO

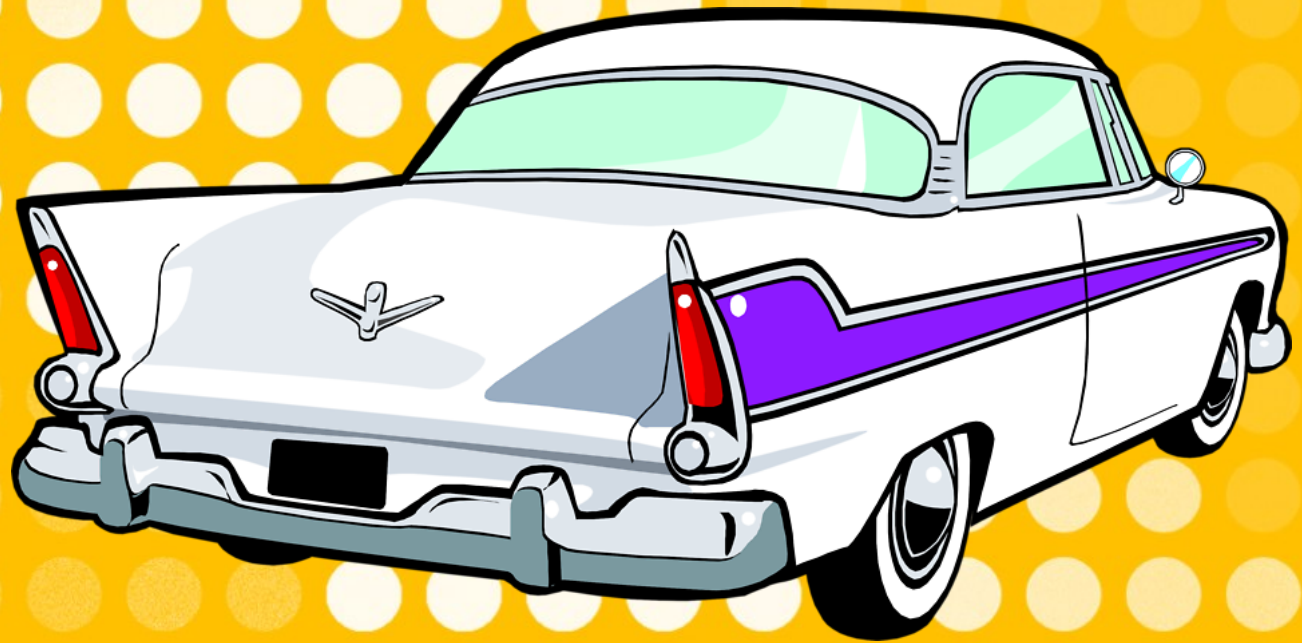
Superior
downtown
Summerfest

August 8, 2015
11:00 AM-5:00 PM

CAR SHOW

Open to ALL Car Classes!

**OPEN TO THE
FIRST 200 ENTRIES.
NO FEE TO ENTER.
JUST SHOW UP AND BE
PARKED BY
10:30 AM!**



Sponsored by:

KARI TOYOTA
experience the difference
www.karitoyota.com

Join us on Tower Avenue in Superior, Wisconsin!
For more information, visit www.superiorbid.com

SUPERIOR
downtown
Summerfest

Presents our 1st Annual

CAR SHOW



August 8, 2015

Tower Avenue in Superior, Wisconsin

SHINE & SHOW OFF!

FREE ADMISSION

CARS, TRUCKS & MOTORCYCLES WELCOME

ARRIVE BY 9:30 A.M. ON AUGUST 8TH

CHECK-IN AT 14TH & BANKS!

Goody Bag Give-A-Ways to the first 50 entrants!

Sponsored by

KARI TOYOTA

experience the difference

For more information contact: info@superiorbid.com

SUPERIOR downtown Summerfest



Welcome to the Superior Downtown Summerfest!
We hope you will enjoy all that we have planned for you and your family!

Entertainment Schedules

Broadway & Tower

- 11:00 am Sounds Unlimited
- 11:00 am Sterling Silver Studio
- 12:30 pm Always & Forever
- 1:00 pm Something Superior Improv
- 2:00 pm Deep Water Music
- 4:00 pm Scott Johnson Trio

13th & Tower

- 11:00 am Twin Ports Stage
- 12:00 pm Similar Dogs
- 1:00 pm Todd Eckart
- 2:00 pm Douglas County Historical Society
- 3:00 pm Jane Gang
- 4:00 pm Fractals

SATURDAY - AUGUST 8 - 11AM - 5PM



Kid's Zone
Touch-A-Truck
Entertainment
Craft & Food Vendors
Car Show **Pub Crawl**

Tower Avenue from Belknap to Winter Street!

TOWER
SUPERIOR BUSINESS IMPROVEMENT DISTRICT

BANKS
KARI TOYOTA
SUPERIOR LUDERWOOD MORTGAGE
SW&P

OGDEN
SUPERIOR SAVINGS BANK
V.I.P. PIZZA
Kesteven Outlet

BROADWAY
The Androy Hotel
discoverpau.net
Trends Day Spa & Salon

PROUD SPONSORS!

For more information call the BID at 715-394-3557 or visit www.superiorbid.com




Restroom Locations: 11th & Tower (Westside) & 13th & Tower (Eastside)



10



10

SUPERIOR downtown
Summerfest
event
map

KEY



- Information Booth
- First Aid
- Vendor Check-In
- Touch-A-Truck
- Performance Areas
- Kid Zone
- Basketball Throw
- Car Show Check In
- Car Show
- Vendor Parking
- Performer Parking
- Event Parking
- K9 Demo

Winter

10



2



Broadway

3



11th



5

Tower



Ogden

12th

11

1



7



10



9



8

13th

3



7

Tower

Ogden

6 14th

7



7



Belknap

discoverpc.net
The Androy Hotel
Trends Day Spa & Salon



Thank you Summerfest Sponsors!

PASSPORT

AUGUST 8, 2015

SUPERIOR
downtown
Summerfest

Pub
Crawl

WIN A GO PRO!



Drink Responsibly
Drive Responsibly



PASSPORT

AUGUST 8, 2015

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WIN A GO PRO!



Drink Responsibly
Drive Responsibly



Entry Form

1. Get your Passport 'stamped' by at least FIVE (5) participating Summerfest Pub Crawl bars
2. Drop stamped Passport at any participating Summerfest Pub Crawl bar
3. Don't forget to fill out the information below
4. Winners will be announced on August 12!

Name: _____

Phone: _____

Email: _____

GOOD LUCK!

Tavern	Specials	Address	Initial
Anchor Bar		413 Tower Ave.	
Belknap Lounge		130 Belknap St.	
Capri		1224 Tower Ave.	
Centerfolds		702 Tower Ave.	
Eagle's Club		1710 N. 12th St.	
Grumpy's		3823 E. 2nd St.	
Izzy's BBQ Lounge & Grill		1506 N. 3rd St.	
Keyport Liquor & Lounge		1900 Belknap St.	
Main Club		1217 Tower Ave.	
Mike's Place		1709 N. 3rd St.	
O'Neill's Pub		3333 Tower Ave.	
Shack Bar & Grill		3301 Belknap St.	
Shamrock Bar & Pizza		5825 Tower Ave.	
Shorty's Pizza & Smoked Meat		1015 Tower Ave.	
Third Base Bar		1218 Tower Ave.	
Top Hat Tavern		705 Tower Ave.	
Vintage Italian Pizza		1201 Tower Ave.	
Who's Bar		1114 Tower Ave.	

Drinks Food Music Other

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Drinks Food Music Other

\$25

AUGUST 8
5PM-CLOSE

SUPERIOR
downtown
Summerfest



Crawl Cash

NO MONETARY VALUE

\$25

AUGUST 8
5PM-CLOSE

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\$25

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Crawl Cash

NO MONETARY VALUE

\$25

AUGUST 8
5PM-CLOSE

\$25

\$25

Name: _____

Merchant: _____

Merchant Signature: _____

[For reimbursement, please call Jodi at 715-394-3557]



Participating Merchants

Anchor Bar - 413 Tower Ave.

Izzy's BBQ Lounge & Grill - 1506 N. 3rd St.

Shamrock Bar & Pizza - 5825 Tower Ave.

Belknap Lounge - 130 Belknap St.

Keyport Liquor & Lounge - 1900 Belknap St.

Shorty's Pizza & Smoked Meat - 1015 Tower Ave.

Capri Bar - 1224 Tower Ave.

Main Club - 1217 Tower Ave.

Third Base Bar - 1218 Tower Ave.

Centerfolds - 702 Tower Ave.

Mike's Place - 1709 N. 3rd St.

Top Hat Tavern - 705 Tower Ave.

Eagles Club - 1710 N. 12th St.

O'Neill's Pub - 3333 Tower Ave.

Vintage Italian Pizza - 1201 Tower Ave.

Grumpy's - 3823 E. 2nd St.

Shack Bar & Grill - 3301 Belknap St.

Who's Bar - 1114 Tower Ave.

Name: _____

Merchant: _____

Merchant Signature: _____

[For reimbursement, please call Jodi at 715-394-3557]



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Superior downtown Summerfest

SATURDAY - AUGUST 8 - 11AM - 5PM

Kid's Zone

Bouncy House, Face Painting,
Obstacle Course, Activities, More!

Touch-A-Truck

Lots of Trucks, Tractors, even a Zamboni!

Entertainment

Twin Ports Stage, live bands, martial arts, Sterling Silver Studio and a magic show!

Craft & Food Vendors

All kinds of vendors: Arts & Crafts, Food, Retail and Informational! Bring your sweet tooth for some cotton candy or cool off with sno cone!

Pub Crawl

Stick around for the Pub Crawl that starts at 5:00 p.m. Pick up your "Passport", get your stamps, and enter to win a great prize!



Proud Sponsors



discoverpc.net

For more information call the BID at 715-394-3557



www.superiorbid.com



Superior Business Improvement District
1401 Tower Avenue, Ste 302
Superior, WI 54880
715-394-3557
www.superiorbid.com

Email: info@superiorbid.com



DATE: Saturday, August 8th, 2015 from 11am-5pm.

LOCATION: N. Tower between Belknap & Winter Street

FEES: \$20 for 10'x10' space before Aug 1st, \$30 after Aug 1st.
Non profit rate is \$10

Business Name: _____

Contact Name: _____

Address: _____

Best Contact Number: _____

EMAIL: _____

Vendor Type: Art & Craft _____ Commercial _____ Food _____ Non-Profit _____

Do you require electricity: Yes _____ No _____ Special needs: _____

Items to be sold: _____

WI Seller's Permit Number: _____

We are seeking vendors for our annual Tower Avenue Festival. Vendors will line Tower Avenue along with a music stage, roaming street entertainers, bands, other entertainment and demonstrations, kids games and activities and sidewalk sales. Questions call Jodi at 715-394-3557 or email info@superiorbid.com. The Superior Business Improvement District wishes to continue the celebration of our new streetscape and all it has to offer. This event will be highly advertised on TV, radio and newsprint.

Terms & Conditions

1. 10'x10' spaces will be filled on a first come basis. The application/contract must be filled out completely.
2. A signed copy will be returned to you via email to notify you of acceptance. All fees are due at that time.
3. Set up will be from 8-9:45 am the morning of the event.
4. Event will be held RAIN or SHINE and there are no refunds.
5. You are required to maintain your booth/space during the event.
6. Garbage: All vendors must remove their own garbage from the premises.
7. All vendors will be provided with an event flyer via email to share with family & friends.
8. All vendors are asked to unload their vehicles and park in a neighboring parking lot or on Banks Avenue. We want to keep close convenient parking for event attendees & shoppers.

**Douglas County, WI
Sales Tax 5.5%**

*Please return completed
application and payment to:*

Superior BID
1401 Tower Avenue
Superior, WI 54880

FOR OFFICE USE ONLY

Date Received: _____

Check # _____

Amount Paid: \$ _____

Response Date: _____

I authorize the release of any photos taken during the Tower event to the Superior Business Improvement District (BID) to use in their website, Facebook page, print advertising, or other marketing media. I have read and understand the terms & conditions, and I agree to participate in the Tower Avenue events listed. The Superior BID reserves the right to ask a distasteful display to be removed. If the owner or contact person fails to remove the distasteful exhibit, it may be removed by Superior BID personnel. In participation of the Tower Avenue event, I do hereby understand and assume all risks and responsibility for myself or business - organization. Furthermore, I agree to, and will at all times, indemnify, save and hold harmless the City of Superior, Douglas County, the Superior BID, their officers, agents, and employees from all liability, claims, demands and cost of every kind and nature including attorney's fees at trial or appellate levels and all court costs arising out of injury to, or death of persons, and damage to any and all property including loss thereof, resulting from or in a manner arising out of or in connection with activities or claims against the City of Superior, Douglas County, the Superior BID, its officers, agents or employees, in the event of any damage, injury or expense. This indemnity and covenant shall be binding upon my successors, assigns, heirs, executors and administrators.

Sign here: _____ Date: _____