



**54. BEST EVENT (WITHIN AN EXISTING FESTIVAL)**  
**SNUGGIE BAR CRAWL**

# BEAT THE BITTER

## OVERVIEW INFORMATION

### A.) INTRODUCTION AND BACKGROUND OF MAIN EVENT

What started as a small event to challenge folks to embrace the midwest winter, has quickly become a winter tradition for North Liberty, IA, and the surrounding area. The one-day event in 2016 expanded to two days in 2017. For the festival's third year in 2018, North Liberty's Beat the Bitter completed a full week of activities to get people out of the house for winter games and good cheer on the bleakest days of the year. An estimated 5,500 people joined the fun Jan. 28 through Feb. 3.

Expanding the festival to an entire week, 20 local businesses coordinated 30 affiliated events, providing unique programming and engaging new patrons. A combined 1,500 people took advantage of the variety of activities such as snorkeling, painting classes, a polar plunge, and a daddy daughter prom. The success of the affiliated event program's first year opens the doors for an even greater reach in the festival's future.

Fire & Ice Friday returned for its second year on Feb. 2, with double the programming and an increased attendance to match. Holding true to its name, there was plenty of fire and a lot of ice. The crowd was wowed by six flaming fire baton dancers and toasted over 700 marshmallows for s'mores around the community bonfire. The new 100-foot by 115-foot outdoor Penn Meadows Ice Rink swarmed with 300 skaters and 100 aspiring curlers for a Learn to Curl workshop. Young families enjoyed horse-drawn carriage rides, met with storybook characters, captured the night in a photo booth, and sipped cups of hot chocolate—nearly 1,000 cups, in fact—before capping off the night with a 15-minute winter fireworks show. All of the evening's activities were free for the attendees thanks to the support of Beat the Bitter's sponsors.

The tundra of Penn Meadows Park wasn't quiet for long as over 400 people summoned their Nordic fortitude for Winter Games Saturday on Feb. 3, taking on the challenge of the 5K-ish Obstacle Run or competing in the kickball, curling and broomball tournaments. The obstacle run and kickball tournaments continued to draw big crowds in their third year, and the new additions of curling and broomball were big hits on the outdoor ice rink.

Once again the Snuggie Bar Crawl wrapped up the weekend with over 350 people donning the sleeved blankets while riding trolleys to six local restaurants for good cheer with friends and neighbors. Adults look forward to this excuse to get out of the house on a cold winter night for an evening they'll not soon forget.



North Liberty's Beat the Bitter is organized by the North Liberty Community Betterment Group, a 501(c)3 organization. 17 people sat on the planning committee for the 2018 event.

## **B.) DESCRIPTION AND PURPOSE/OBJECTIVE OF EVENT WITHIN FESTIVAL**

The Snuggie Bar Crawl is a comfy, night-out-on-the-town dream for those 21 years and older. The event was designed to encourage residents and visitors to get out of the house on a cold winter night to support local restaurants and bars. To bring the fun—and to tie into North Liberty's Beat the Bitter's playful winter theme—the crawl includes the-as-seen-on-TV hit of the 2000s sleeved blankets. North Liberty, IA (population ~20,000) is located just 10 miles northwest of Iowa City, IA, and ranked as one of the fastest growing towns in the state. It is also a very young community. With 26% of the population under 14 years old, there is no shortage of events planned for the youth. It was important to the Beat the Bitter committee to plan an event just for adults.

The best part? The night is on the attendees' schedule. In 2018, four trolleys were on a continuous loop between six bars from 7 p.m. to 12 a.m., allowing crawlers to visit each stop whenever they wished to advantage of the drink specials, games for their chance to win prizes. A trolley was at each stop approximately every 10 minutes.

The event sold out via online sales within 4 days with 350 purchases. Tickets went on sale on November 20, 2017, and sold out on November 22, 2017. The Snuggie Bar Crawl took place on Saturday, February 3, 2018.

The \$39 pass included:

- A Beat the Bitter Snuggie
- Unlimited rides on the trolley loop from 7 p.m. until 12 a.m.
- Drink and food specials and activities at each stop
- \$5 Uber voucher to encourage a safe ride home
- Photostrips from the photo booth to remember the night
- A punch card to have volunteers punch at each location for the chance to win prizes
- \$25 membership offer (usually \$60) for JCI Johnson County, emailed after the event
- Entry into the Best Dressed Snuggie contest

Attendees were required to pick up their embroidered Beat the Bitter event Snuggie at one of two Snuggie pickup nights held at the community library the week before the event. Before receiving their Snuggies, attendees were required to present their ID, ticket receipt, and a signed liability waiver. Snuggie pickup volunteers also provided each attendee with a large safety pin (to hold the open sleeved blanket behind the wearers neck), their punch card for the night, a card with several local cab numbers and their Uber voucher code, and explained how to enter the "Who Wore it Best" Snuggie contest.

## **C. TARGET AUDIENCE AND ATTENDANCE/NUMBER OF PARTICIPANTS**

As mentioned above, North Liberty is a very young community. With 26% of the population under 14 years old, there is no shortage of events planned for the youth. It was important to the Beat the Bitter committee to plan an event just for adults. Residents within a 25 mile radius of North Liberty ages 21-60 were targeted via Facebook advertisements, an email to 2017 event attendees, and word of mouth.

The 2018 Snuggie Crawl sold out via online sales within 4 days with 350 purchases. Tickets went on sale on November 20, 2017, and sold out on November 22, 2017. The Snuggie Bar Crawl took place on Saturday, February 3, 2018. Six restuarants/bars participated as stops. The average age was 35 years old.

#### D. OVERALL REVENUE/EXPENSE BUDGET OF EVENT

<b>EXPENSES</b>	
Trolley rental	\$2,640
Redemmed Uber vouches	\$122.47
Photo booth	\$450
Custom embroidered Snuggies	\$5,666.40
Ticket processing fees	\$955.50
Printing	\$119.22
Facebook advertising	\$100
Insurance	\$376.74
Food and drink deals (offered by stops)	\$0
Water on trolleys (provided by sponsor)	\$0
Prizes (gift cards provided by stops)	\$0
<b>TOTAL EXPENSES</b>	<b>\$10,430.33</b>
<b>TOTAL REVENUE (TICKET SALES)</b>	<b>\$12,792</b>
	<b>\$2,361.67</b>

#### E. TIE-IN OF PROGRAM TO MAIN FESTIVAL

Since adding the Snuggie Bar Crawl to North Liberty's Beat the Bitter festival, the Snuggie Crawl has been the last event on the schedule of activities. Beat the Bitter aims to bring people together with friends, family, neighbors and coworkers for "winter games and good cheer." The Snuggie Crawl is a shining example of good cheer. It convinces over 350 adults to wear blankets out on the town, meet new people, and support local businesses on a bleak midwest winter night.

#### F. DURATION OF PROGRAM AND YEARS PROGRAM HAS BEEN PART OF THE EVENT

North Liberty's Beat the Bitter has taken place for the past three years. The Snuggie Crawl has been an event within the festival for two years and was designed for Beat the Bitter. The 2018 event took place from 7 p.m., Saturday, Feb. 3, 2018, until 12 a.m., Sunday, Feb. 4, 2018.

The first year of North Liberty's Beat the Bitter in February 2016 also included an adult evening component: a \$50 ticket at only one location for a food buffet and drinks. Going into 2017 the committee determined that it would be more attractive to support several establishments in town and have travel provided. The event also needed to have a fun theme to draw people in. Thus, the Snuggie Crawl was born. It was widely successful and was fine-tuned for a second year in 2018.

## **G. DESCRIPTION OF SPONSORS/CHARITY/VOLUNTEER/SCHOOL/OTHER GROUP INVOLVEMENT WITH EVENT AND BENEFITS TO EACH (IF APPLICABLE)**

The Snuggie Bar Crawl was included on the festival's website calendar, poster, and handbills that included sponsor logos for the entire Beat the Bitter festival. There were no direct benefits at the Snuggie Crawl for those general sponsors.

Specific to the Snuggie Bar Crawl, the committee partnered with the six local restaurants and bars to be stops the night of the event. This included the owners committing to participation by November 1, 2017, attending a mandatory meeting, and offering specials for food and beverage for the event. The establishments benefited from partnership with large crowds on what most likely would have been a slow, cold winter night. By participating as a stop, the bars were also included on Snuggie Crawl marketing and visited by attendees who had never been to their business before (only 57% of attendees were North Liberty residents).

JCI Johnson County (the county's local Jaycees) and a local party bus/trolley company were also listed as partners of the event. JCI members volunteered as greeters at each location and provided a special member offer to participants after the event via email sent by event organizers. The trolley company received exposure through the partnership in 2017 and 2018 which resulted in new business.

## **H. WHAT MAKES THE EVENT UNIQUE & CREATIVE?**

The Snuggie Bar Crawl sets itself apart from other crawl events:

- Average age is 35, much older than most events of its kind.
- Trolleys are provided for continuous transportation. No walking!
- The Snuggies provide a creative theme and are provided.
- It is an adult event that takes place within a festival that offers activities for all ages.

## **I. OVERALL EFFECTIVENESS/SUCCESS OF PROGRAM?**

The Beat the Bitter committee has received tremendous feedback from attendees and partners. Although there were some changes between 2017 and 2018, the event was much easier to plan in 2018 after setting the foundation the year before, reducing staff planning time by at least 50%.

Other successes include:

- 44.6% of attendees in 2018 rated the event a 10/10. 77.8% rated the event a 8, 9 or 10/10.
- 57.5% of attendees were North Liberty residents. A good mix of residents and new visitors.
- The committee learned this year that a couple met on the Snuggie Bar Crawl in 2017 and has since gotten married. Talk about community ENGAGEMENT!
- 92.3% of 2018 survey respondents reported that they would attend again, 7.7% responded that it would depend on the theme. No one reported that they wouldn't participate again.
- The event cleared over \$2,300, helping fund other activities in the festival.
- In 2018, the event sold out in 4 days, with requests for more tickets coming in often.

# SUPPORTING QUESTION

WHAT DID YOU DO TO UPDATE/CHANGE THIS PROGRAM FROM THE YEAR BEFORE?  
WERE YOUR UPDATES/CHANGES SUCCESSFUL?

2017	2018	Comments
\$30 and \$35 tickets	\$39 ticket	Sold out before price jump in 2018. Increased price based on demand and other festival expenses the crawl could help cover.
3 trolleys	4 trolleys	To increase trolley frequency and accommodate more participants
300 tickets available	350 tickets available	Increased capacity by 50 people due to 2017 popularity and more stops and trolleys.
5 participating stops	6 participating stops	A 2017 stop closed, but 2 new bars opened.
Snuggie pickup 2-3 days before event	Snuggie pickup 10-11 days before event	2017 survey respondents requested an earlier pickup to decorate their Snuggies.
Blues Snuggies	Red Snuggies	The color needed to change to ensure that only ticket holders could ride the trolley loop.
	Created "Who Wore it Best" contest	In response to decorated Snuggies in 2017, the committee created a contest.
	Added new benefits	Uber voucher, JCI membership, and "Who Wore it Best" contest.

# SUPPORTING MATERIALS

A HIGHLIGHT VIDEO OF THE 2018 SNUGGIE BAR CRAWL IS VIEWABLE AT <https://vimeo.com/256113140>.

## MEASURABLE RESULTS (TANGIBLE & INTANGIBLE):

- 44.6% of attendees in 2018 rated the event a 10/10. 77.8% rated the event a 8, 9 or 10/10.
- 57.5% of attendees were North Liberty residents. A good mix of residents and new visitors.
- The committee learned this year that a couple met on the Snuggie Bar Crawl in 2017 and has since gotten married.
- 92.3% of 2018 survey respondents reported that they would attend again, 7.7% responded that it would depend on the theme. No one reported that they wouldn't participate again.
- The event cleared over \$2,300, helping fund other activities in the festival.
- In 2018, the event sold out in 4 days, with requests for more tickets coming in often.
- Survey comments:
  - "This was a great event. Would love to see more like it!"
  - "This event is fabulous! Thank you to those that organized. It truly makes North Liberty feel like home!!"
  - "The event is our favorite. Makes me proud to call NL home."
  - "Very well planned and communication was great. Might need to figure out a way to expand as it sold out quickly and I believe it is getting more popular!"
  - "Phenomenal event! Great way to get out in the community."

# Beat the Bitter

FULL SCHEDULE FIRE & ICE FRIDAY WINTER GAMES SATURDAY FESTIVAL GUIDE ABOUT

Forget hibernating and embrace winter with the passion of Norsemen. North Liberty's Beat the Bitter is back with a [week full of activities](#) to get you out of the house for some outdoor winter games and good cheer. Join us on the tundra of North Liberty January 28 through February 3, 2018, for fun on the bleakest days of the year. Some events do require registration, snag your spot [here](#).

All events subject to change pending weather.

+ All Events

This event has passed.

## Snuggie Bar Crawl

February 3 @ 7:00 pm - 12:00 am

2018 Snuggie Crawl attendees: here is Your Guide to the Snuggie Crawl. Questions? Contact [beatthebitternli@gmail.com](mailto:beatthebitternli@gmail.com).

Back by popular demand after a sell-out inaugural event in 2017, JCI Johnson County and Beat the Bitter have teamed up with BeerBurger, Rocky O'Brien's, J & A Tap, Reds Alehouse, Adelitas Mexican Grill, and Tin Roost to make your comfy, night-out-on-the-town dream a reality! North Liberty is going to be crawling with 350 snugglers wearing the-as-seen-on-TV hit of the 2000s, and it's going to be awesome.

The best part? The night is on your schedule. Four trolleys, provided by Black Diamond Limousine, will be on a continuous loop between the bars throughout the night, so crawl to each stop whenever you wish but be sure to hit them all to take advantage of the drink specials, games, and your chance to win prizes. Cheers to looking ridiculous on Feb. 3 all bundled up in sleeved blankets drinking suds with old friends, new friends, and neighbors!

### SOLD OUT!

Your \$35 pass includes:

- A Beat the Bitter Snuggie – this red Snuggie is your ticket and the only Snuggie that gets you on the trolley and access to the drink deals (last year's blue Snuggie doesn't count), so you'll want to register to fully experience the bar crawl.
- Unlimited rides on the trolley or party bus loop between 7 p.m. – 12 a.m.
- Drink and food specials (listed below)
- Activities at each stop (listed below)
- \$5 Uber voucher to help get you home safe.
- Photoshoots, courtesy of Oh Snap Red Carpet Photo Booth, to remember the night.
- A punch card for your chance to be one of five winners of a \$50 gift card to a participating bar.
- \$25 membership offer (usually \$55) for JCI Johnson County, emailed to you after the event.
- Entry into the Beat Dressed Snuggie contest – stop by the photo booth to enter! Snuggie pickup will be the week of Jan. 22 so you'll have time to style how you wish.
- Water on the bus



### MAKE A DONATION

Beat the Bitter is organized by the North Liberty Settlement Group, a 501(c)(3) organization. Contact the organizers at [beatthebitternli@gmail.com](mailto:beatthebitternli@gmail.com)

Find us on [f](#)

Special thanks to our sponsors



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Snuggie Bar Crawl

**FEB 3** Snuggie Bar Crawl

Public · Hosted by BeerBurger and 6 others · 1 co-host pending [?]

✓ Going ▾

Saturday, February 3 at 7 PM - 12 AM  
Feb 3 at 7 PM to Feb 4 at 12 AM

North Liberty, Iowa Show Map

About Discussion

Write Post Add Photo/Video Create Poll

Write something...

160 Went · 344 Interested See All

Rob, Michele and 18 other friends went

Details

Back by popular demand after a sell-out inaugural event in 2017, Beat the Bitter and JCI Johnson County have teamed up with BeerBurger, Rocky O'Brien's Public House, J & A Tap, Reds Alehouse, Adelitas Mexican Grill - North Liberty, and Tin Roost to make your comfy, night-out-on-the-town

# NORTH LIBERTY'S BEAT THE BITTER WINTER GAMES

\*AND GOOD CHEER

## JAN 28-FEB 3, 2018

Ice skating | Freezin' for a Reason Polar Plunge | Ice carving  
Ladies nights | Horse drawn carriage rides | Scavenger hunts  
Food trucks | Outdoor games | Community Bonfire  
Fire batons | Curling | Freeze your bags off tournament  
Broomball | Snowmobiling | Tug of War | Dance classes  
5K-ish Obstacle Run | Movie nights | Fireworks  
Chili Supper | Fire & Ice Friday | Indoor games  
KICK Winter in the Snow BALL Tournament  
Kids' fun | Snuggie Bar Crawl

**NEW THIS YEAR:  
Ice Skating Rink!**

View a complete schedule of events at  
[BeatTheBitter.com](http://BeatTheBitter.com)

Sponsored by

Beat the Bitter
Published by Jillian Miller [?] · November 17, 2017 ·

Back by popular demand after a sell-out inaugural event in 2017, the Snuggie Bar Crawl is set for Saturday, Feb. 3, 2018. Tickets go on sale on Monday. Mark your calendars so you can snag one before the event sells out! <http://beatthebitter.com/schedule/snuggie-bar-crawl/> #beatthebitter

**New This Year!  
SKATING RINK!**

## JAN 28-FEB 3, 2018

Ice skating | Freezin' for a Reason Polar Plunge | Ice carving  
Ladies nights | Horse drawn carriage rides | Scavenger hunts  
Food trucks | Outdoor games | Community Bonfire  
Fire batons | Curling | Freeze your bags off tournament  
Broomball | Snowmobiling | Tug of War | Dance classes  
Fireworks | Movie nights | 5K-ish Obstacle Run | Chili Supper  
Fire & Ice Friday | Indoor games | Snuggie Bar Crawl  
Kids' fun | KICK Winter in the Snow BALL Tournament

A whole week of winter games and good cheer throughout North Liberty. View the complete schedule at [BeatTheBitter.com](http://BeatTheBitter.com)

## EXAMPLE EMAIL TO ATTENDEES



The wait is almost over. North Liberty will be crawling with over 350 people in Snuggies on February 3, and you were one of the lucky ones who snagged a spot before the event sold out in a matter of days!

Here are all the details on what to expect: From when to pickup your Snuggie, the trolley route, bar deals, and planning ahead for a safe ride home. We've got you covered.

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### The Snuggie.

The Beat the Bitter Snuggie included in your registration is your ticket on the trolley and tells the bartenders you get their specials. Snuggies will not be handed out at the bars, but we have two opportunities for you to pick them up at the North Liberty Community Library, located at 520 W Cherry St, North Liberty.

#### 1. Pickup times:

1. Wednesday, Jan. 24 from 5 to 7 p.m.
2. Thursday, Jan. 25 from 5 to 7 p.m.

#### 2. Bring along:

1. ID.
2. Eventbrite ticket print-out (search for emails from "[Eventbrite](#)").
3. Your signed waiver. [Please print ahead of time here.](#)
4. Planing to pickup for a friend? Sure, you can do that. Just make sure to have their signed waiver and Eventbrite ticket with you when you.

- #### 3. Decorate.
- At the request of last year's attendees, we're letting you pickup your Snuggie a week before the event so you have time to breakout that BeDazzler and add any flair you want to your look. You certainly don't have to amp up your Snuggie attire, but there is a *Best Dressed Snuggie* title up for grabs. See contest details below.



*NOTE: If your plans have changed and someone else plans on using your ticket, you must log back into your Eventbrite account and update your order to reflect the new ticketholder's name and email. You can learn how to do that [here](#). After doing so, please also email [beatthebitternl@gmail.com](mailto:beatthebitternl@gmail.com) to notify us of your transfer.*

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**The trolley route.**

Plan to start your night at whichever participating location you'd like. The beauty of this event is that the night is on *your* schedule and you can jump on and off the trolley whenever you wish.



Four trolleys, courtesy of [Black Diamond Limousine](#), will be making a continuous loop between all stops from 7 p.m. to 12 a.m. The trolley loop will follow this order: BeerBurger → Rocky O'Brien's → J&A Tap and Reds Alehouse's patio → Adelitas Mexican Grill → Tin Roost → BeerBurger → Rocky O'Brien's → and so on. If you miss one, don't worry; the next bus will be only a few minutes away.

When you pickup your Snuggie, you'll also get a punch card. Bring this with you to the crawl and have our volunteers at each location punch it for you. At the end of the night, all completed punch cards will be in a drawing for \$50 gift cards to the participating bars. Winners will be contacted Monday, Feb. 5.

Absolutely no smoking or alcohol will be allowed on the trolleys. Water will be provided.

**The deals.**

Here's what's on tap for food, drinks and entertainment throughout the night. Click [here](#) for a printout version.

						
<b>Drink Specials</b>	\$20 tap wall card for \$10 Snuggie-exclusive drink 1/2 Off speciality cocktails & wine	Snuggie wearers are invited to spin the drink wheel for specials!	\$3 Tall Boys \$4 Mimosas \$6 Mia Tais	\$4 drafts of special taps \$3 well drinks	Play Pirinola for a special: Free shot \$2 Off margaritas \$2 Off drafts \$1.50 Off bottles Free 16oz draft	\$5 select 25 oz mugs \$5 speciality cocktails \$5 wine by the glass
<b>Food Specials</b>	1/2 Off any appetizer with purchase of any drink from behind the bar	\$7.50 Corned Beef Poutine	\$10 Appetizer Sampler	Snuggie-only speciality appetizer	\$8.49 Grande Zapata Appetizer 1/2 Off wings	\$2 Off: House Biscuits Mac & Cheese Chicken Pot Pie
<b>Entertainment</b>	Trivia begins at 8 p.m. to win Eden Lounge and BeerBurger gift cards	Live DJ and Karaoke for all patrons Games for Snuggie wearers only!	Karaoke beginning at 9 p.m. Snuggie wearers cut to the front of the karaoke line all night	Gather around the patio firepit Hammerschlaggen, bags and beer pong	Pirinola. Spin the six sided pirinola for the drink specials above	Eating Contests (register 15 min. before): 8 p.m.-Mac & Cheese 9 p.m.-Wings Photo booth Patio firepits DJ

**Win *Best Dressed*.**

Two pairs of tickets to next year's Snuggie crawl are on the line. One pair will go to the winner of *Public Choice*, the other to the winner of *Beat the Bitter Choice*. If you want to be in the running, here's how it works:

1. Summon your inner designer and put your own twist on your Snuggie.
2. Take a picture with the "VOTE FOR ME!" prop in the photo booth at Tin Roost.
3. We'll share an album of submissions on the [Beat the Bitter Facebook page](#) the week

The photo booth isn't just for those who want the title of best dressed Snuggie, everyone is encouraged to stop by Tin Roost between 8-11 p.m. for a free photostrip of your group rocking your Snuggies. Special thanks to [Oh Snap Red Carpet Photo Booth](#) for their partnership.



We also want to see *your* photos! Share them with us throughout the night using #BeatTheBitter and #SnuggieCrawl2018.

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### Get home safe.

Please plan ahead for a designated driver, consider the closest stop to your residence, call a local cab, or take advantage of the Uber voucher included in your registration.

- Use code SNUGGIE for \$5 off your Uber tab. Learn how to redeem [here](#).
- Big Ten Cab North: (319)-541-7525
- Hawk I Ride: (319)-930-5566

### Have fun!

Because we are all wearing Snuggies and look ridiculous, and because there are hundreds of people who wish they were you but didn't snag tickets in time.

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### Learn about JCI Johnson County

Beat the Bitter's Snuggie Crawl wouldn't be possible without the support of [JCI Johnson County](#). They'll be the volunteers welcoming you to each stop on Feb. 3, and their financial and volunteer support is a big reason why Beat the Bitter is able to produce events Jan. 28-Feb. 3, 2018. Included in your Snuggie registration is a \$25 JCI membership offer (usually \$60), which will be emailed to you after the event, but take a moment to chat with them during the crawl and learn about how you can get more involved in the community.



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*Beat the Bitter is organized by the North Liberty Betterment Group, a 501(c)(3) organization. Contact the organizers at [beatthebittern@gmail.com](mailto:beatthebittern@gmail.com). You are receiving this email because you've registered for the Beat the Bitter Snuggie Bar Crawl.*

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

## SNUGGIE PICKUP



## CARDS DISTRIBUTED AT PICKUP

**Win Best Dressed...**  
and snag a pair of free tickets to next year's Snuggie Crawl.

1. Summon your inner designer and put your own twist on your Snuggie.
2. Take a pic with the "VOTE FOR ME!" prop at the Tin Roost photo booth.
3. Wait for the online vote on the Beat the Bitter Facebook page the week of Feb. 5.

**VOTE FOR ME!**

2 Winners: Public Choice  
Beat the Bitter Choice

**Get home safe.**

Be smart: Plan ahead for a designated driver, consider the closest stop to home, or call a local cab or Uber. Keep these numbers handy.

Big Ten Cab North: (319)-541-7525  
Hawk 1 Ride: (319)-930-5566

Use code **SNUGGIE** for \$5 off your Uber tab.

**#BeatTheBitter**  
**#SnuggieCrawl2018**

→ Tin Roost ↓  
BeerBurger ↓  
Rocky O'Brien's ↓  
J&A Tap ↓  
Reds Alehouse patio ↓  
Adelitas ↓

Trolleys leave stops every 10 minutes.  
Transportation runs until midnight.  
**SNUGGIE** for \$5 off an Uber ride home.

**Hit them all.**  
Visit each stop. Get a punch. Here in case. Win gift cards.

Tin Roost   
BeerBurger   
Rocky O'Brien's   
J&A Tap   
Reds Alehouse patio   
Adelitas

Name \_\_\_\_\_  
Phone \_\_\_\_\_

**Beat the Bitter**  
February 8 at 12:02pm · 🌐

Congrats to our winners! Please message Beat the Bitter to claim your tickets to next year's event.

Lindsey Leo, Brandon Kuehl and 6 others

Like Comment Share



**Beat the Bitter**  
February 8 at 1:32pm · 🌐

Congrats to the winners of the JCI Johnson County punch card activity!

- \$50 gift card to Reds Alehouse - Jeremy Allen
- \$50 gift card to J&A Tap - Shelby Roth
- \$50 gift card to Adelitas - Matt Vest
- \$50 gift card to Tin Roost - Kari Seide
- \$50 gift card to BeerBurger - Lindsey Aldrich
- \$50 gift card to Rocky O'Brien's - Kevin McCreedy

Amy Overbey and 2 others 1 Comment

Like Comment Share

**Beat the Bitter** shared a link.  
February 6 at 4:19pm · 🌐

Let us know what you thought!

**What did you think of the Snuggie Bar Crawl?**

Thank you for participating in the Snuggie Bar Crawl. We hope you had as much fun attending as we did organizing it. We'd love to hear your feedback (your answers will be anonymous). We appreciate your support of Beat the Bitter!

Overall, how satisfied were you with the Snuggie Crawl?

**What did you think of the Snuggie Bar Crawl?**

Thank you for participating in the Snuggie Bar Crawl. We hope you had as much fun attending as we did organizing it. We'd love to hear your feedback (your answers will be anonymous). We appreciate your support of Beat the Bitter!

DOCS.GOOGLE.COM

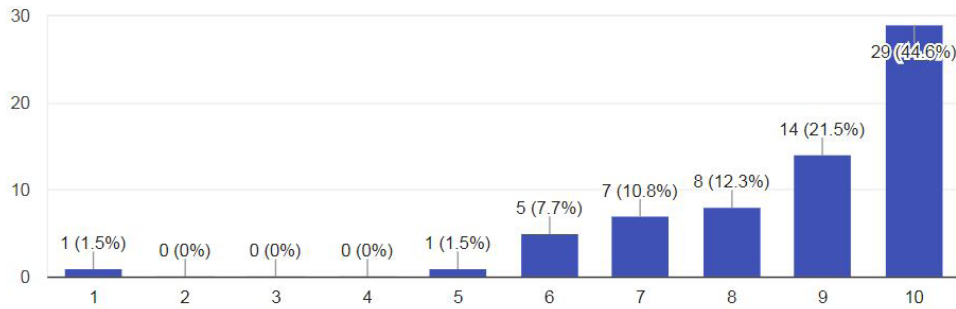
Janet Jorgensen, Lindsey Leo and 5 others

Like Comment Share



### Overall, how satisfied were you with the Snuggie Crawl?

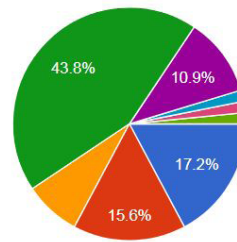
65 responses



### SAMPLE OF POST-EVENT SURVEY QUESTIONS

### What aspect of the event did you enjoy most?

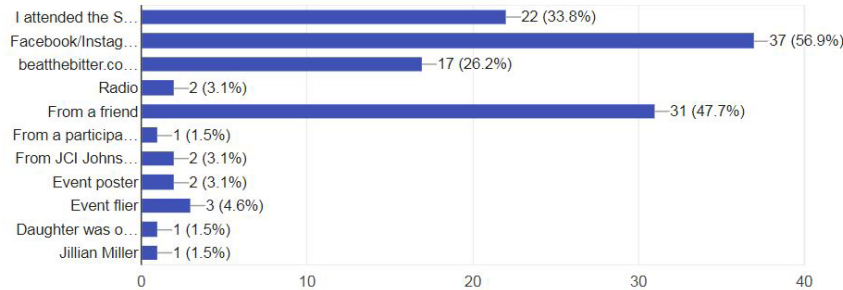
64 responses



- The atmosphere (everyone wearing Snuggies)
- The trolley ride between locations
- The bar specials and entertainment
- It is an event planned for adults in the community
- Meeting new people
- Having a night out with my friends
- All of the above!
- All of the above! most: event planne...

### How did you hear about the Snuggie Crawl? (please select all that apply)

65 responses



### How satisfied were you with the following?

