

# 1 BIG NIGHT OUT SPONSOR PACK

2013 / 2014

**LONDON**  
**1BIGNIGHTOUT**  
**PUB CRAWL**

**THE UK'S BIGGEST  
DAILY PUB CRAWL!**

Since 2009, we have taken 5,230 to 18,444 guests a year on our guided pub crawls through central London.

We've been the market leader in UK pub crawls for 3 years now, and have great partner relationships with hostels and students in London.

## PUB CRAWL GUESTS PER YEAR

<b>2009</b>	<b>[5,230]</b>
<b>2010</b>	<b>[12,863]</b>
<b>2011</b>	<b>[16,346]</b>
<b>2012</b>	<b>[18,444]</b>
<b>2013</b>	<b>(est) [20,000+]</b>



The night is all about having a great time in a group, and seeing as much of London's nightlife in just one night – whilst getting a great deal at the same time.

We run monthly special events, including New Years Eve, St Patrick's Day and Halloween. And have achieved a record capacity of 300 guests – all walking central London, at all of these 3 events in 2012.

We're currently unveiling a number of sponsorship opportunities, to raise extra revenue for the business, whilst letting our sponsors get a unique and cost effective way of connecting with the youth tourist and student markets in London.

## WHAT'S INCLUDED?

Guests buy a wristband, and get given a t-shirt and pen for the night. At each bar they go to, they receive something for free, and exclusive drink discounts in 5 clubs. The group ends in a nightclub, which is all included (as well as all other entrance fees) in the price of their wristband.



**WRIST BAND**



**T-SHIRT**



**MARKER**



**DRINK  
DISCOUNTS**

## T-SHIRTS



All of our guests wear and draw all over each other's t-shirts. It's the best way of getting the group to meet each other, and to have some fun!

The t-shirt is their memory of the night, and a focal point of the evening. It's the best way to connect with each guest that joins our events!

Sponsors can have their brand on the front or back, or both sides of the t-shirt. 12,000 walking & dancing advertisements!

**PRICES FROM: £1176 + VAT  
- PER 1000 T-SHIRTS**

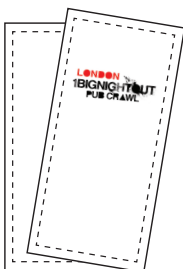
## WRISTBANDS



Our Tyvek wristbands are a cost effective sponsorship opportunity, with many guests keeping their wristbands on for months and months.

**PRICES FROM £210 + VAT  
- PER 3500 WRISTBANDS**

## GENERAL ADVERTISING



In the past 3 years, we've also done:

- On tour recommendations, from our guides to our guests
- Promotional giveaways
- Flyer distribution at our start point

And we're always open to any new promotional ideas that you might have to connect to our crawl-goers!



**PRICES ARE ONLY FINAL ON REQUEST**

**FOR MORE INFORMATION, AND AVAILABILITY**

**CALL 0800 612 5081 OR EMAIL – JULIAN@1BIGNIGHTOUT.COM**