



Mardi Gras is always a festive time in Hillcrest and this year we're helping customers to explore the neighborhood with Hillcrest Fat Tuesday party busses. The festive and decorated busses will be a party unto themselves and they'll tour customers around Hillcrest on the Saturday before Hillcrest Fat Tuesday from 6pm-11pm! At each stop there will be vendors, performers, and promotions! Fill out this form to have your business featured at a stop. Bus sponsorship opportunities are also available.

We're hoping to grow Mardi Gras weekend (Saturday through Tuesday) into a destination event for Hillcrest. We're going to showcase all the fun activities that are already going on in Hillcrest! Customers on the bus tour will collect signature beads at each participating location. Anyone that collects all the beads will win prizes! At each stop on the bus route sign-posts will direct customers to participating businesses. As a business participant, you can either host a promotion in your store or set up a vendor location at the bus stop. Please fill out the attached form to participate.

Yes, I want my business featured on the Hillcrest Mardi Gras tour bus route!

Business Name: \_\_\_\_\_ Manager Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Manager Cell Phone: \_\_\_\_\_ Manager Email address: \_\_\_\_\_

Social Media Handles: \_\_\_\_\_

**Options:**

Please select the options below that suit your business.

- Yes, I would like to be featured at a bus stop (select one option below):
  - I would like to set up a stall at the stop to sell my products. HBA will provide a tent, table, and two chairs and power at the location. HBA will provide entertainment and signage at the location. I will decorate my booth. (Fee for this option: \$100)
  - I will host a promotion in my store. Only select this option if your business is adjacent to the bus stop. I will decorate my store and provide the following promotion for customers. (Fee for this option: \$100).
  - I will host a promotion in my store and would like to be able to serve drinks. Only select this option if your business is adjacent to the bus stop. I will decorate my store and I understand that the HBA will provide a table, bar tender and pre mixed cocktail. (Fee for this option: \$350).
  - I will provide the following promotions at my store/ at the stop: \_\_\_\_\_
- Yes, I would like to sponsor a Hillcrest Party Bus (sponsorships can be paid for and feature multiple businesses.
  - Your business will be displayed on the side of the bus as a sponsor. (Fee for this option: \$800). You (and your partners) will be responsible for entertainment on the bus, decorating the inside of the bus, and anything other attractions on the bus. I understand, this sponsorship includes a stop sponsorship for each business participating in the sponsorship. If you're partnering with other businesses in the sponsorship, please list them below:

\_\_\_\_\_ Social Media Handles: \_\_\_\_\_  
 \_\_\_\_\_ Social Media Handles: \_\_\_\_\_  
 \_\_\_\_\_ Social Media Handles: \_\_\_\_\_

**Payment**

I understand that my credit card will be charged for the options selected above.

Name as it appears on the card: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_  
 Credit Card Number: \_\_\_\_\_ Code: \_\_\_\_\_

Signature: \_\_\_\_\_

