



City Captain/Contact:

Date of Event: 1/25/2020

Phone/Email:

Location of Event:

What is it? A nationwide bar crawl managed by Hark ALS benefiting 3 ALS non-profits of the city captain’s choosing. The crawl can be as simple as a gathering of friends who register and donate on our fundraising site, who then meet at your establishment for food, beverages and fun. If the City Captain chooses, the crawl can be as complex as having teams compete in minute-to-win-it challenges through a series of pubs with an after-party and awards for fastest time, best costumes, most cash raised from non-participants in the pubs along the way.

What is ALS? ALS is a progressive neurodegenerative disease that affects the movement of muscles. Life expectancy is estimated at 2-5 years. This crawl is to raise awareness and funds for ALS. Because ALS is a terminal illness. Because 1 in 300 people will be diagnosed with ALS worldwide. Because it is not a rare disease. Because there are no effective treatments and we aim to change that. Because we aim to help people living with ALS today and those who will be diagnosed in the future.

What is in it for you?

- Multiple crawlers coming through your pub purchasing food and beverages on the date/times listed above.
- Your pub’s name and photos on our promotional materials.
- We will Tweet, Facebook and Instagram your pub and all the fun occurring at your pub throughout the event and in photos after the event.
- You will be part of a viral campaign providing awareness, advocacy and funds to the ALS community. You can’t put a value on that!
- A chance to do it all again, every year on the Saturday of the weekend BEFORE the Superbowl until viable treatments are available that slow, stop and/or cure ALS.

What can you do to help?

- Open your establishment for our crawl and open early enough to allow our team to set up inside.
- Provide enough staff to serve beverages and food to the participants.
- Provide a discount or “signature” special beverage highlighting the nationwide effort.
- Offer t-shirts or other SWAG from your pub as prizes.
- Donate a portion of your proceeds from the day to an ALS non-profit.