



PADDLE FOR PINTS

A BREWERY PUB PADDLE



Paddle For Pints is a brewery pub crawl and paddle on Traverse City's beautiful Boardman Lake & River and West Grand Traverse Bay.

The Route

- Participants check-in at The Filling Station Microbrewery
- Launch at Hull Park and paddle across the lake to Right Brain Brewery
- Paddle down the river to Union Street Dam - Walk to Rare Bird Brewpub

The Route

- Walk back to Union Street Dam and launch down the river and paddle out to Lake Michigan - West Bay
- End at Clinch Park and walk to The Workshop Brewing Co. and North Peak Brewing Co.

2015 Promo Video





HALL STREET

GARLAND

Rocking
Brewing



7

Dish Park

6

GRANDVIEW PARKWAY

TUNNEL WALKWAY

UNION STREET

CASS STREET

KEY

- > WALKING PATH
- > PADDLE PATH
- ★ BREWERY STOP

7TH STREET

5

3

Union Street Park

LAKE STREET

4

Ragdoll
Brewery

8TH STREET

9TH STREET

10TH STREET

RAILROAD TRESTLE

Ragdoll

2

1

The Tilling
Station

Hall Park
Boat Launch

The Growth

- 2013: 80 participants over 2 events
- 2014: 1200 participants over 8 events
- 2015: 3,825 participants over 19 events
- 2016: 4,100 participants over 25 events



PADDLE FOR PINTS



PADDLE FOR PINTS



PADDLE FOR PINTS

The Experience

- Visit up to six breweries over the course of about 6-7 hours
- Guided tour on three different bodies of water
- Swag bags including sunglasses, t-shirts, stickers, tattoos and more



Economics

- Over 400% growth in the last three years
- 80% of the participants are between the ages of 21-44
- 86% traveled over 75 miles to attend
- Participants coming from 24 states (majority are from MI, IL, OH, IN)

Economics

- 80% of participants stayed in a hotel for one or more nights
- 81% spent more than \$100 during the day of the event
- Equates to over \$2 million direct consumer spending in Traverse City (only for 2016 season)

2016 Events

- Announced event dates January 2016
- Tickets went on sale February 24th
- Sold out all 25 events (4,100 tickets) in 45 minutes

Our Staff

- Consists of 18 paid people per event
- Registration, kayak rentals, dam portage, Clinch park
- Two guides per wave, one in front and one in the back



PADDLE FOR PINTS

PADDLEFORPINTS.COM

PADDLE FOR PINTS

Present & Future

- Maintain a quality product
- Maintain safety standards
- Expand to other markets
- Protect our natural resource

Our Natural Resource

- We continue to be proactive on the impact we cause
- Fundraisers and awareness events
- Clean-ups
- Improvements







Keeping The Boardman Clean, Cold And Beautiful



Traverse Area
Paddle Club



A FUNDRAISER FOR THE BOARDMAN RIVER
Show your appreciation for our beautiful natural resource



Launch at Hull Park or Clinch Park 2 - 5pm
Kayaks donated by Paddle TC and Paddle For Pints

Fundraising event at Rare Bird Brewpub
back parking lot 3-7pm
including Beer, BBQ + LIVE MUSIC!

Tickets

Bring your own kayak \$5
Single Kayak Rental \$10
Tandem Kayak Rental \$15

(Tickets include a casual float/paddle, admission to Rare Bird event)

info & buy tickets at kayakbikebrew.com/bigfloat



100% of funds raised will be donated to Boardman River Clean Sweep and improvements to Boardman River

2016 Hype Video

PADDLE FOR PINTS

PADDLE
FOR
PINTS