

Info Sheet

www.udistrictchamber.org



INTRODUCTION

In its third year as a University of Washington “Dawg Daze” featured closing event. AVEventure 2009 welcomes new students to our community. The event takes place on the first Friday of Fall classes along University Way NE (the AVE) in the U District of Seattle. 10,000 new students and many returning students/faculty/staff will have the opportunity to experience this sidewalk event - **AVEventure**. Local businesses and community groups participant with a slew of information, great events, give-aways, sales, and so much more. Live music, dance demos, special “happy hour” meal and drink deals, a pub crawl, and other entertainment add to the festivities.

The Greater University Chamber of Commerce produces this event in collaboration with University of Washington departments (i.e. First Year Programs, Regional Affairs), local merchants and community volunteers as the closing event for Dawg Daze. The event is held on the first Friday evening of fall classes. All activities take place on the sidewalk or inside local businesses from **3-7 PM on Friday, October 2nd, 2009**.

BUSINESS OPPORTUNITIES

There is a unique opportunity for businesses located on the AVE to participate. Businesses can offer specials/give-aways, conduct contests, provide samples and tastings, participate in the fashion “parade”, and display their wares. Or, they may host an event-registered nonprofit or community groups display table with information about its services in the University District.

Any level of participation will get your business name on the event map and listed on the website. If you choose to promote an in-store special or sidewalk sale, provide give-aways or samplings, participate in a fashion parade, or have live entertainment in your store, we will also include those particulars.

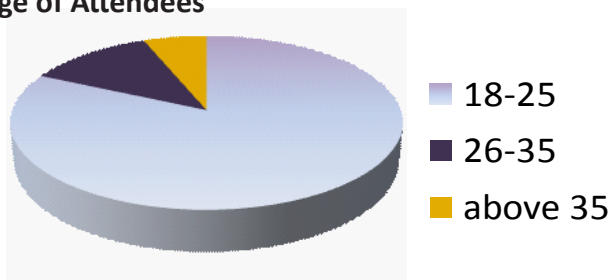
MARKETING THIS EVENT

Our outreach for this event is focused. We will produce a full color event map WITH ALL THE PARTICIPANTS and place a full page display ad in the UW Daily student newspaper the day before the event. We provide window posters to over 200 local merchants. Dawg Daze includes our event in all of their information sessions with new students. Local newspapers list the event on their calendars. The event is open to the general public as well, and it is - after all - Friday night on the AVE. We expect a crowd and invite you to consider how you can get involved.

This is a permitted Seattle event and security is provided by volunteer ambassadors from the community, the UW, and the Seattle Police Department.

To learn more about how you can participate, please call 206-547-4417.

Age of Attendees



Gender Mix of Attendees

