



BUD LIGHT

GETAWAY

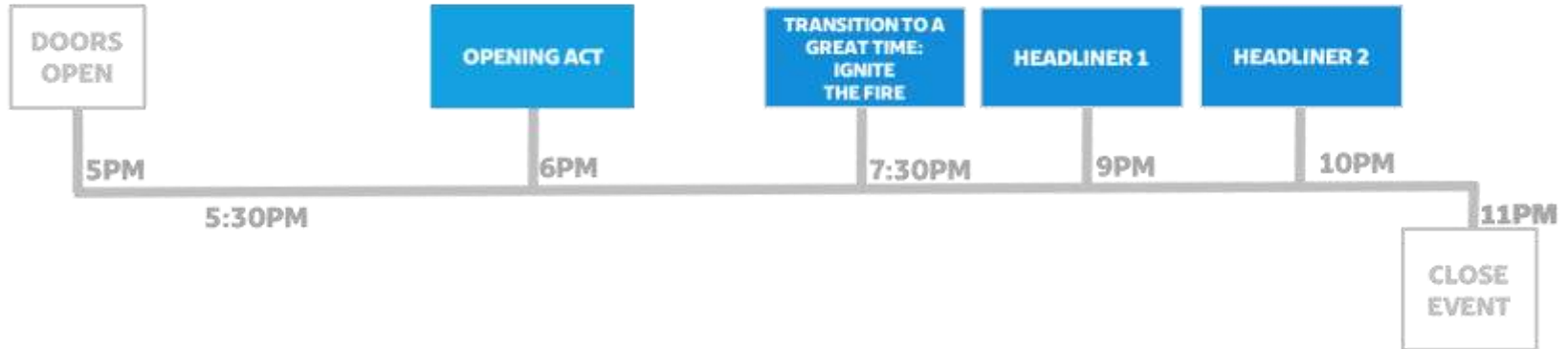
MYRTLE BEACH
3.13.18



OVERVIEW OF THE DAY

SATURDAY JULY 14, 2018

5PM-11PM



CITY REQUESTS

REQUESTS	DETAILS	TIMING
Road Closure	8 th avenue, east of Ocean (dead end area only)	July 12 th – 15 th
Reserved Street Parking	North Side of 8 th Avenue	July 14 th
Noise Ordinance	Late Variance (til 4a)	July 14 th –15 th

OPERATIONS

LOCAL PARTNERSHIPS

Charity

Surfriders Grand Strand

Beer

Better Brands

Jason Hayes/Brenda Bethune

Land Lease

Burroughs & Chapin

Pat Walsh

Advertising & Admin

Dtwn Redevelopment Corp

Lauren Clever

Parking Lots

Single lot @ 8th and Ocean Blvd

Chris Walker

Catering

Palmetto Event Productions

Amie Lee

Recycling/Waste

Waste Management

Ed Marr

Pyrotecnics

Pyrotechnico

Justin Pruett

Hotels

Chamber of Commerce

Brad Dean, Mikki Walls

All Paid Ticket Proceeds Locally Donated



Overview:

- **Non-profit keeps the beaches and waves clean in Myrtle Beach and the greater Carolinas**

Why it makes sense for us:

- **Keeping the summer Getaway's clean for years to come**



SECURITY

		SPECIAL EVENTS MANAGERS	LOCAL GUARD S
LOAD IN	9 th –11 th	2	12
	12 th –13 th	6	12
EVENT	14 th	6	46
LOAD OUT	15 th –16 th	2	12

FENCING

- 8'H chain link fencing with mesh graphics surrounding footprint
 - 3,200 sq ft of branded mesh graphics ext. facing at entrance
 - Unbranded mesh surrounding all other perimeter

EMS PLAN

- First Aid (fully enclosed) tent inside footprint
- Ambulance staged just outside footprint on 8th Ave



Security will be provided by PATRIOT GROUP, a global security firm that has worked with Anheuser–Busch/Bud Light since 2014.

Security will be onsite 24/7, beginning Monday, July 9th. They will develop, plan, and manage security for Getaway's outer, middle, and inner perimeters, including ensuring orderly cue lines, checking ID's for consumers entering the site, and overseeing EMS.

ENTRANCE PLAN

GENERAL ADMISSION

- Patriot Group will check all IDs; all consumers will be required to have a valid 21+ ID
- Tickets will be scanned
- Consumers will walk through Magnetometer + bag check
- (13) Brand Ambassador's will be on hand to welcome consumers, attach FastBar wristband, and "activate" wristband with consumer phone #
- All guests will receive (1) complimentary Bud Light at the Welcome Bar

We'll pre-screen the first (500) consumers and place in holding area for entry when gates open.

VIP

- There will be a separate, expedited entrance for VIP, Media, and Influencers
- MOSAIC will check names on the VIP RSVP list
- PATRIOT will check IDs, conduct bag check, + handheld wand screening
- (2) Brand Ambassadors will be on hand for FastBar wristband and activation

FOOD & BEVERAGE

PALMETTO EVENT PRODUCTIONS will oversee F&B operations

- Obtain a temporary ABL-900 license (Application Packet for Special Event Beer, Wine and Alcoholic Liquor) for the event for beer sales
- Schedule bar staff (bartenders, runners)
- Coordinate product and cold storage through BETTER BRANDS
- Oversee (6) food trucks

All selling onsite is cashless, through FastBar RFD wristbands.

POTENTIAL FOOD VENDORS

- Charleston Flats
- Kurbside Katering
- Trojan Cow Food Truck
- Roy's Nutz & Buttz
- Benito's Brick Oven
- Lowcountry Lobster
- Braised in the South LLC
- Happy Thai Food Truck LLC
- Downtown Curbside Kitchen
- JP Italiano

WASTE MANAGEMENT & RESTROOMS

WASTE MANAGEMENT

LOAD IN

- Roll-off container will be provided for bulk waste materials (including construction items) from the event set-up
- Smaller, 8 yard dumpster will be provided for any food waste, small rubbish, and non-bulk items

ON SITE EVENT

- Staff on-site to provide valet collection services
- Materials will be taken off site in real time
- 100 barrels placed around the site
 - 50 for solid waste
 - 50 for recycling

RESTROOMS

GENERAL ADMISSIONS

- (27) restrooms
- (3) ADA restrooms

VIP

- (2) trailer restrooms
- (1) ADA restroom

BOH

- (1) talent trailer restroom

HOTELS / HOSPITALITY

Currently in discussions with surrounding hotels regarding room blocks for brand team, talent, production, invited media and influencers.

