



## INDIANAPOLIS INDIANS CHARITIES | SWING Restaurant Application Form

Join us for **SWING 2024 from 6 PM to 12 PM on Friday, Sept. 27**. The Indianapolis Indians invite you to help us celebrate our second annual SWING event benefiting Indianapolis Indians Charities. Indianapolis Indians Charities is a tax-exempt 501(c)(3) nonprofit organization dedicated to helping youth and families grow stronger together, learn more and live healthier lives. The nonprofit is focused on supporting organizations in four areas: youth development, family success, education and neighborhood development.

SWING is a Victory Field experience unlike any other – a premier event with access to the dugouts, secret speakeasy and clubs, elevated food and live entertainment. Restaurants are crucial to the success of SWING in donating time and talent, and we are incredibly grateful for their generosity. We encourage you to apply early to take advantage of this incredible marketing opportunity to help support a great cause. There is **NO FEE** to participate, and all proceeds benefit Indianapolis Indians Charities. In turn, those proceeds will help support the Indianapolis community.

Restaurants are asked to provide up to 3,000 BITE-SIZE samples of their specialties tailored toward upscale ballpark food. They are also asked to supply their labor (eight workers max for evening crew), branded table linens (blank will be provided) and serving supplies. Victory Field will take care of the rest of your needs including signage, paper products (cups, bowls, napkins, utensils, etc.), banquet tables, ice, water access, electricity, hand-washing stations and refrigeration.

Restaurants also receive event tickets, Indianapolis Indians tickets, coupon offer opportunities, advertisements and more. Restaurants are not permitted to serve beer, wine or liquor at their booth. All vendors must obtain a serving permit via the MCHD once approved. **Attached is a list of benefits for participating restaurants.**

- YES! We will participate in SWING 2024 on Friday, Sept. 27. Limited spaced available – please apply by May 15.
- NO, we are unable to participate, but please consider us for 2025.

Restaurant Name (as you would like it to appear in advertising) \_\_\_\_\_  
Contact Person \_\_\_\_\_ Contact Cell Phone \_\_\_\_\_ Contact Email Address \_\_\_\_\_  
Restaurant Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Restaurant Web Page Address (for link from SWING website) \_\_\_\_\_  
Restaurant Facebook hyperlink \_\_\_\_\_  
Restaurant Twitter Handle \_\_\_\_\_  
Restaurant Instagram Handle \_\_\_\_\_

**EMAIL FORM TO [MMueller@IndyIndians.com](mailto:MMueller@IndyIndians.com)** or mail to Indianapolis Indians Charities, Attn: Mary Mueller, SWING, 501 W. Maryland Street, Indianapolis, IN 46225. **DEADLINE to notify Indianapolis Indians Charities of participation and to be included in advertising and promotions is May 15, 2024.** After receiving your completed application form, you will be **EMAILED** a registration packet with specific questions regarding paper product needs, booth location, electricity, food choices, etc. **You will also be asked to provide a certificate of insurance listing the Indianapolis Indians Charities as an additional insured for Sept. 27, 2024 only and must comply with MCHD to have permits pulled prior to arrival.** You will only be asked to attend ONE restaurant meeting the week prior to the event. Please feel free to contact Community Outreach Coordinator Mary Mueller at **317-532-6926** or at [MMueller@IndyIndians.com](mailto:MMueller@IndyIndians.com) if you have any questions or would like to schedule a meeting.





## INDIANAPOLIS INDIANS CHARITIES | SWING Restaurant Participants Benefits

- Event Tickets - Two (2) VIP Tickets + Two (2) Regular Admission Tickets + One (1) Parking Pass
  - Two (2) additional Premium Tickets may be purchased at a discounted price of \$150.
  - One (1) parking pass for the main Victory Field Parking Lot.
    - Additional parking in the Government Garage available upon request.
  - All volunteers will receive free access to the event (up to eight (8) per vendor)
- Indianapolis Indians Tickets
  - Sixty (60) Undated Box Seat Flex Plan Vouchers (used for any 2024 Game)
- All Vendor Volunteers will receive access to SWING Vendor Suites
  - Include complimentary Food and Beverage; view of live entertainment from suite level
- Inclusion in Marketing and Promotion
  - Listing on SWING website with link to participating restaurant's website, email marketing to Indianapolis Indians database of 200,000 subscribers and promotion via SWING social posts via Indianapolis Indians social channels (250,000 followers)
  - Inclusion in In-Park promotion of SWING during home games June – September 2024
  - Listing in full-page advertisements in print publications (IBJ, Indianapolis Monthly, etc.)
  - Recognition in Event Program – QR Code highlighting restaurant's location at the event
  - Media coverage and interview and on-air opportunities
- Turnkey Event Activation Support
  - **Victory Field will provide many of your needs** including paper products (cups, bowls, napkins, utensils, etc.), banquet tables, ice, signage, water, electricity, and hand washing stations.
    - **Storage, refrigeration, commissary prep areas and turnkey carts/concessions available**
  - Opportunity to load in / prep Thursday, September 26<sup>th</sup> and to load out either the evening of (after 10 PM) or on Monday, September 30<sup>th</sup>
  - Runners and volunteers to assist as needed (based on availability)

