

THE GILBERT BROWN FOUNDATION PRESENTS  
**2017 Tavern Tour**

**Program**

OCTOBER 6<sup>TH</sup> – 8<sup>TH</sup>, 2017



**Gilbert Brown**



**William Henderson**



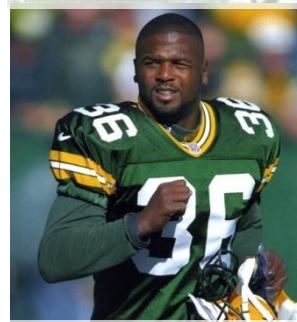
**Santana Dotson**



**Tyrone Williams**



**Dorsey Levens**



**LeRoy Butler**



**Kevin Barry**



**Steve McMichael**



**Greg Koch**



**Kyle Moore Brown**

**Proceeds benefit The Gilbert Brown Foundation**

PO Box 228, Ettrick, WI 54627

608-525-2326

[www.gilbertbrownfoundation.org](http://www.gilbertbrownfoundation.org)

Subject to change 8/17/17

# ACCOMMODATIONS



## CAMPING



**Champions Riverside Resort**  
**W16751 Pow Wow Lane**  
**Galesville, WI 54630**  
**(608) 582-2995**

[championsriversideresort.com](http://championsriversideresort.com)

Champions check in available at 10am Friday stay  
Free – Don't worry about check out time on Sunday  
– want to stay Monday to watch the game? – just  
notify us!

Dry camping available on site. No water or electric. Generators are  
fine.

## HOTEL OPTION

**Days Hotel**

**Address: 101 Sky Harbour Dr,**  
**La Crosse, WI 54603**

**Phone:(608) 783-1000**

**Room rates \$79.00 per night**

**\*While they last – We will have a shuttle  
to all weekend events from this hotel. Ask  
for Gilbert Brown Foundation Block for  
\$79.00 rate**

**Shuttle Bus Pick-ups only available from these 2 locations at this time.**

PICKUPS NOT AVAILABLE at other HOTELS or Campgrounds.

## **BOAT TOUR INFORMATION**

1. Please note the times of both shuttle trips. You will need to be available to leave the hotel by 12:00PM or 1PM to make your trip time.
2. The bus will stop at Champions to pick up additional people and travel to Great River Harbor. You will have time to pick up a beverage for the road. The bus will leave Champions at 2PM sharp.
3. The bus will leave from Great River Harbor at 8PM.
4. This year you will need a lanyard ticket to board the boat. Register for the event with a credit card to hold your seat. Your credit card will be run for \$100 per ticket if you do not have your entire RSVP'd party show up.
5. ABSOLUTELY NO coolers on bus – Carry on's from Bars only!

## **TAVERN TOUR INFORMATION**

1. Register for the event with a credit card to hold your seat. Your credit card will be run for \$100 per ticket if you do not have your entire RSVP'd party show up. Full explanation can be found under "How do the buses work?"
2. Your ticket lanyard will be sent to you in the mail with your bus number and bus specific seat included. You will need this to board the bus!
3. Review the bus schedules and chose who you want to party with. These options are based on availability only!
4. Order the party package that includes your to go mug for the bus, shirt and buffet lunch in the evening. You can do this on-line or by emailing the office.
5. ABSOLUTELY NO coolers on bus – Carry on's from Bars only!



# OCTOBER 6<sup>TH</sup>, 2017 BOAT TOUR

## Charity Boat Cruise!



Boat Tour of the Beautiful Mississippi River with your favorite former Packer players. This trip features Beer & Hors d'oeuvres & water along with a tour of the upper Mississippi River and the unrivaled fall color scenery with rolling bluffs and sandy island beaches. \*\*This event is held in a campground with a bar – many find this cruise is appropriate for children.



**FOOTBALLS  
BOAT TOUR  
PRICING  
ONLY!!!  
\$160.00 ALL 9  
SIGNATURES!**



**Large Helmet  
With all 9 signatures - \$300.00  
Offer Only on the Boat Tour!  
LIMITED QUANTITY  
AVAILABLE**

**PRESS PASS  
\$10 FOR  
ONE EVENT**

### THROUGHOUT THE EVENT

Great River Harbor will be serving food – Chicken Dinners, Brats & Hamburgers with all proceeds going to the Foundation. Plan to grab some dinner. Full Bar and Grill

**Silent Auction! Most amazing Silent auction around! Great Deals on awesome gifts!**



**GET YOUR  
PICTURES  
OFF THE  
WEBSITE  
MONDAY!**



# FRIDAY, OCTOBER 6<sup>TH</sup>, 2017

## Great River Harbor & Fun in the Sun House Boats

The Biggest Little Secret On the Mississippi!

52221 State Hwy 35 · Alma, WI 54610 Phone: (608) 248-2454 or (608) 248-3393

[www.greatriverharbor.com](http://www.greatriverharbor.com)

### SCHEDULE OF EVENTS

#### Tour One: House Boats

2:45 pm -3:00 pm

- Pictures & Load the Boats

Line up at the Boat Landing for Pictures

Load House Boats – 30 people to a Boat

3:00 pm – 3:45 pm

- Mississippi House Boat Tour

#### Tour Two: House Boats

3:45 pm - 4:00 pm

- Pictures & Load the Boats

Restock – Refresh Boats

Line up at the Boat Landing for Pictures

Load House Boats – 30 people to a Boat

4:00 pm – 4:45 pm

- Mississippi House Boat Tour

5:45 pm – 6:15 pm

- Meet & Greet on the patio
- Individual Pictures and autographs

6:15 pm - 6:30 pm

- Individual player raffles

6:30 pm – 8:00 pm

- Auction Items
  - Brett Favre & Aaron Rodgers signed mini helmet
  - Tavern Tour Canvas Prints with all 9 autographs
  - Breast Cancer Package
  - Grave Digger Shovel package
  - Cabin package to watch a game with 8 people at Champions
  - Great River Harbor Park Model & pontoon stay.
  - Wellness Weekend Package
  - Steak Dinner for 4 people and Stay in a Cabin during a Packer Game

*More items to be added watch the website!*

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### THROUGHOUT THE EVENT

Great River Harbor will be serving food – Chicken Dinners, Brats & Hamburgers with all proceeds going to the Foundation. Plan to grab some dinner. Full Bar and Grill

**Silent Auction! Most amazing Silent auction around! Great Deals on awesome gifts!**

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**\*\*Your option for Group pictures is only within the time frames noted. Unfortunately if you miss your scheduled time at the docks we will be unable to take pictures at a later time. *Weather pending.***

SATURDAY, OCTOBER 7<sup>TH</sup>, 2017

# 2017 TAVERN TOUR

PRE PARTY AT 2:30PM || BUSES LOAD/LEAVE AT 5PM

## 9 Buses ... 9 Bars.... 9 NFL Greats

Each bus is filled with Tavern Tour participants and a NFL great! Each bus will have a different start time . Check the schedule of events below and listen for announcements the day of. You will travel on a bus with a player and visit 2-3 establishments. Each establishment visit is approximately one hour and we will all meet back at Champions Riverside Resort no later than 11:15 PM.

## SCHEDULE OF EVENTS

- **2:00pm – 2:30pm** Meat Raffle
  - Merchandise & Autographs available for purchase. Information on last page.
- **2:30pm** Tavern Tour Pre Party starts at Champions Riverside Resort
- **2:30pm – 3:00pm** Introductions of Players and Meet & Greet
- **3:00pm – 4:45pm** Personalized Player Auction Packages
- **5:00pm** Buses begin loading and leaving Champions – Tavern Tour begins! Different start times for each bus. Bus schedule on next page.
- **11:15 pm** All buses are back to Champions

## Light Buffet Available at Champions from 9PM – 1AM

Included in Tavern Tour Package (listed below)

\$19.95 for all others

## TAVERN TOUR EXTRAS

- **T-shirts:** Pre-order a Tavern Tour T-shirt for \$15 by September 29<sup>TH</sup>.  
\*Limited t-shirts will be available day of.
- **Add on:** Get your T-shirt with your bus player's name on the back \$5
- **Tavern Tour Package:** Tavern Tour T-shirt (color of your choice), one autograph signature for your t-shirt, a travel mug and a Saturday Evening light Buffet! All for \$30! *Tavern tour exclusive only!*

# Travel Times and Bus #'s by Bar

Santana Dotson	Tina & J'Nelle			Henderson	Becky Black	LeRoy Butler	Laurie Smith		
	Bus 1	Arrive	Load					Leave	Bus 4
Champions	6:00	7:00	7:15	Champions	5:30	5:45	Champions	5:00	5:15
Travel	:15			Travel	:15		Travel	:45	
Features	7:30	8:30	8:45	Krazy K's	6:00	7:00	GR Harbor	6:00	7:00
Travel	:15			Travel	:15		Travel	:30	
Boondocks	9:00	10:00	10:15	Graveyard	7:30	8:30	Beedles	7:45	8:45
Travel	:15			Travel	:30		Travel	:30	
Champions	10:30			JR Sport	9:15	10:15	Bay's End	9:30	10:30
				Travel	:30		Travel	:30	
				Champions	11:00		Champions	11:15	
Dorsey Levens	Lori Severson & Carla			McMicheal	Danielle & Dave	Kevin Barry	Hillbilly		
Bus 2	Arrive	Load	Leave	Bus 5	Arrive	Load	Leave		
Champions	5:30	5:45	5:45	Champions	5:30	5:45	Champions	5:10	5:25
Travel	:15			Travel	:15		Travel	:35	
Features	6:00	7:00	7:15	Graveyard	6:00	7:00	Bay's End	6:00	7:00
Travel	:15			Travel	:30		Travel	:15	
Boondocks	7:30	8:30	8:45	JR Sport	7:45	8:45	GR Harbor	7:30	8:30
Travel	:15			Travel	:30		Travel	:30	
Champions	9:00	10:00	10:00	Krazy K's	9:30	10:30	Beedles	9:15	10:15
				Travel	:15		Travel	:15	
				Champions	11:00		Champions	10:45	
Tyrone Williams	Bonnie & Andrea			Greg Koch	Carrie Geary	Gilbert Brown	Lisa Black		
Bus 3	Arrive	Load	Leave	Bus 6	Arrive	Load	Leave		
Champions	5:30	5:45	5:45	Champions	5:15	5:30	Champions	5:30	5:45
Travel	:15			Travel	:30		Travel	:15	
Boondocks	6:00	7:00	7:15	JR Sport	6:00	7:00	Beedles	6:00	7:00
Travel	:15			Travel	:30		Travel	:30	
Champions	7:30	8:30	8:45	Krazy K's	7:45	8:45	Bay's End	7:45	8:45
Travel	:15			Travel	:15		Travel	:15	
Features	9:00	10:00	10:15	Graveyard	9:15	10:15	GR Harbor	9:15	10:15
Travel	:15			Travel	:15		Travel	:45	
Champions	10:30			Champions	10:45		Champions	11:15	

# Travel Times By Bus #

Champions	Arrive	Load	Leave
Bus #1	6:00	7:00	7:15
Bus #3	7:30	8:30	8:45
Bus #2	9:00	10:00	
Features	Arrive	Load	Leave
Bus #2	6:00	7:00	7:15
Bus #1	7:30	8:30	8:45
Bus #3	9:00	10:00	10:15
Boondocks	Arrive	Load	Leave
Bus #3	6:00	7:00	7:15
Bus #2	7:30	8:30	8:45
Bus #1	9:00	10:00	10:15
Krazy K's	Arrive	Load	Leave
Bus #4	6:00	7:00	7:15
Bus #6	7:45	8:45	9:00
Bus #5	9:30	10:30	10:45
Graveyard	Arrive	Load	Leave
Bus #5	6:00	7:00	7:15
Bus #4	7:30	8:30	8:45
Bus #6	9:15	10:15	10:30
JR Sport	Arrive	Load	Leave
Bus #6	6:00	7:00	7:15
Bus #5	7:45	8:45	9:00
Bus #4	9:15	10:15	10:30
GR Harbor	Arrive	Load	Leave
Bus #7	6:00	7:00	7:15
Bus #8	7:30	8:30	8:45
Bus #9	9:15	10:15	10:30
Bay's End	Arrive	Load	Leave
Bus #8	6:00	7:00	7:15
Bus #9	7:45	8:45	9:00
Bus #7	9:30	10:30	10:45

SUBJECT TO CHANGE



# TAVERN TOUR FAQ

## 1. Do I need to pre-register or RSVP to assure my seat is saved?

YES!! It's critical – We have had issues with no shows and it's important you help us save costs for this event! This year you will need a lanyard ticket to board the bus. You'll be assigned a bus and a seat. Register for the event with a credit card to hold your seat. Your credit card will be run for \$100 per ticket if you do not have your entire RSVP'd party show up.

You will also need a ticket to board the boats at Great River Harbor.

## 2. How do I get the tickets?

After RSVP'ing for the event, the Foundation will mail out your RSVP'd amount of lanyard tickets. You must have a lanyard to board the bus.

## 3. Do I have to fundraise when I am on the bus?

No – All the players are born competitors so of course they want their bus to raise the most funds! You do not have to participate at all if you choose not to. If you would like to join in the fun feel free! **NEW THIS YEAR – GILBERT HAS SELECTED A VERY SPECIAL PIECE VALUED AT OVER \$1000 FOR THE PERSON WHO RAISES THE MOST MONEY ON EACH BUS!**

## 4. What is the bus like? What should I expect?

During the trip there – most players are willing to answer questions or create their own fun experiences while on the bus. This is a cool way to have some fun and get to hear stories no one else will!

While you are at the establishment you can expect a schedule like this:

- 15 minutes to do a meet & greet- get drinks
- 30 minutes to do a Foundation Game
- 15 minutes to grab a drink for the road
- Be sure to grab a tavern tour approved drink glass or a can koozie for the trip from Champions. COOLERS are NOT allowed – you may purchase drinks from the bars to take on the bus. NO Bus will be back later than 11:15pm this year!

## 5. Can I bring my own food or drink on the bus?

You are not allowed to bring any outside food or beverage into any of the establishments or on to the bus! You may purchase drinks from the bars to take on the bus!

## 6. I have items I want to get autographed. What do I do?

The Foundation will have a specific time available for photos and autographs at all events. Autographs are \$20 per autograph, per player. For a full list of pricing and merchandise, view the last page. For any photos, you must have purchased and be wearing a 2017 Tavern Tour Press Pass.



# TAVERN TOUR FAQ (cont.)

## TAVERN TOUR INSTRUCTIONS

1. Make your lodging reservations. Lodging information is listed for you.
2. Register at [gilbertbrownfoundation.org](http://gilbertbrownfoundation.org) by Friday, Sept. 29<sup>th</sup>, 2017
3. For both Boat Tour & Tavern Tour: NO SHOWS will be charged \$100 per event – It's critical to attend or send someone in your place. We base food, lodging and transportation on your registration. It's critical for groups to reserve early and request the group you want to be with. If you are sending someone in your place the Foundation must be notified by September 29<sup>th</sup> at 5PM.
4. This year you MUST have a lanyard ticket to board the Boats or the Buses. Tickets will be sent to address given to the Foundation.
5. You are allowed to camp at either Great River Harbor or Champions Riverside Resort, but you still must make your reservations at those properties. Full accommodations listed on page 2.

Simply Register on line at [www.gilbertbrownfoundation.org](http://www.gilbertbrownfoundation.org)

## FUNDRAISING

### 1. Can I raise money ahead of time and bring it on the bus:

Yes – no problem if you do any kind of raffle we need to help. We have a raffle license and need to comply with all the State of Wisconsin Rules.

### 2. What can I do to raise money ahead of time?

We have a list of ideas we are happy to mail you that make it fun and entertaining. Please don't hesitate to like The Gilbert Brown Foundation Facebook and the website is [www.gilbertbrownfoundation.org](http://www.gilbertbrownfoundation.org) Easy things are 50/50's basket raffles at work, or a pot luck where you ask for donations – Little things add up quickly! We can provide autographed items for you to sell or use as a raffle item. Get creative! Ask your friends and family for donations. Gilberts Foundation is a 501C3 and donates to over 156 Charities in Wisconsin. The money we raise in Wisconsin stays in Wisconsin!

Pre-sales count! If you pre-sell autographs ahead of time – it counts. If you want to buy something for family, friends, people at work , Holiday list ...it counts – ALL money collected counts, IOU's do not! The Foundation takes checks and credit cards! If you want items to pre-sell at your place of employment or tickets to sell email: [info@gilbertbrownfoundation.org](mailto:info@gilbertbrownfoundation.org)

### 3. Can you send me autographed items to raffle off?

We sure can – email us your plan and we can help! [lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)

**All Buses will have their Money counted by the Foundation Accountant....Winners announced Sunday at the Tailgate Party !**

# SUNDAY, OCTOBER 8<sup>TH</sup>, 2017

Breakfast & Bloody's at Champions Riverside Resort!

Show your tavern tour ticket & get \$1.00 off Breakfast & Bloody's!

## SCHEDULE OF EVENTS

### 8:00am – 11:30am Breakfast

- Breakfast is available for purchase at Champions Riverside Bar & Grill

### 11:00am Tailgate Party

- Chicken Que Dinner starting at 11:00 am – till gone! Chicken Dinners Include: Pre-orders available! Half Chicken, chips, pickles, beans & buttered bread \$9.93!

### Noon Vocal Point performance

- Vocal Point is 16 member, auditioned, a cappella Vocal Band based out of Gale-Etrick-Trempealeau High School, in Galesville, WI. Vocal Point has participated in the International Championship for High School A Cappella the past three years finishing in the top 20 groups in the country each year, receiving awards every year for best soloist and vocal percussionist.

- Positive Pack Contest – Nominees & Awards – Gilbert Brown

### 2:00 pm – 2:30 pm Player Introductions

- Meet & Greet – 8x10 photos of you and players! \$\$

### 3:25 pm - Half time Watch The Game

- Packer Wacker Game, Jersey Raffles, Packer Ticket Drawing for 2 Packer Tickets to Lambeau Field after the game! Must register by the end of the first quarter to be entered to win tickets.

- HALF TIME AUCTION!!!



# FOUNDATION MERCHANDISE

<b>All autographs</b>	\$20 per player
Bringing in an item?	\$20 per player
Football with one autograph	\$30.00
Sweatshirts includes one autograph	\$50.00
T-shirts includes one autograph	\$20.00
Caps includes one autograph	\$20.00
8x10 photo with you and players	\$30.00
8x10 photo autographed with all players	\$120.00
Mini Helmets Includes one autograph	\$45.00
Full Size Helmet with one autograph	\$125.00
Event Photo Press Pass	\$10.00
Canvas Prints signed by one player	\$150.00 (\$93) Tour

**\*Sales Tax is not included**

## Photos:

The Foundation raises money for our organization through autographs and pictures. Please help us create a wonderful experience for you and the children by following these rules.

Purchase a photo pass - \$10 this allows you to take one photo with a player at one event. We appreciate your respect of the players and our organization.





MARK YOUR CALENDARS FOR THE  
**2018 Boat & Tavern Tour**  
**OCTOBER 5<sup>TH</sup> -7<sup>TH</sup>, 2018**



The Gilbert Brown Foundation's mission is to service youth in an environment that promotes structure and life skills awareness, by introducing team building skills and promoting diversity in the community.

The Foundation is a 501(c)3 non-profit organization supporting over 156 children's charities throughout the state of Wisconsin.

Gilbert is partnering with the Wisconsin Association of Campground Owners and making appearances throughout the summer to raise funds for kids with cancer and other illnesses. Campers truly enjoy spending time and talking with the former Super Bowl Champion while raising money.

The Gilbert Brown Foundation has events each quarter and works with organizations like Make-a-Wish and St. Jude's. The Foundation puts on a free football camp for inner city youth, hosts a turkey giveaway, and supplies coats and toys for children during the holidays. The Foundation has provided necessary school supplies for kids, sends footballs to the troops, and has passion for taking the anti-bullying message to schools.

## Proceeds benefit The Gilbert Brown Foundation

PO Box 228, Ettrick, WI 54627  
608-525-2326

[www.gilbertbrownfoundation.org](http://www.gilbertbrownfoundation.org)



The Gilbert Brown Foundation



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