

THE GILBERT BROWN FOUNDATION PRESENTS

# 2018 Tavern Tour

OCTOBER 12<sup>TH</sup> - 13<sup>TH</sup>, 2018



*Players are subject to change*

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 9/6/2018

# THURSDAY NIGHT PRE-PARTY at

Champions Riverside Resort • W16751 Pow Wow Lane • Galesville, WI 54630



**5:00p-10:00p PICK UP YOUR BUS LANYARDS**

**6:00p-7:00p BAR CHIP BINGO** Play bingo to win beer chips for your weekend!

**9:00p-10:00p THIRSTY THURSDAY TOTAL MADNESS**

**MERCHANDISE SALE!** Buy one item get one ½ price of equal value

## TAVERN TOUR EXTRAS

**T-shirts:** Pre-order a Tavern Tour T-shirt for \$25

\*Limited t-shirts will be available day of



**Tavern Tour Package:** Tavern Tour T-shirt one autograph signature for your t-shirt, a travel mug and a Saturday Evening light Buffet! \$40 each. *Tavern tour exclusive only!*

Purchase online only at [www.gilbertbrownfoundation.org](http://www.gilbertbrownfoundation.org)

*With the tavern Tour package your mug and buffet are basically free!*

## SILENT AUCTION & BASKET RAFFLES START !!

*Special raffles for Thursday night only.*





# **\$20 –GBF Photo Pass (Cell Phone Picture Pass)**

*You must have this to take photos of and with players.  
This is our Foundation policy and your permission to post on  
social media sites.*

**Thank you for your cooperation!**

- Per Autograph Per Player.....\$20**
- Football with (1) signature.....\$30**
- Mini Helmet (1) signature.....\$45**
- Mini Chrome Helmet with (1) signature.....\$60**
- Large Helmet with (1) signature.....\$145**
- Jersey with (1) signature.....\$125**
- Canvas prints with one signature.....\$150**



The Gilbert Brown Foundation  
PO Box 228, Ettrick, WI 54627  
608-525-2326 || gilbertbrownfoundation.org



# ACCOMMODATIONS

## HOTEL OPTIONS

### Days Hotel

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

Phone:(608)781-6937

Room rates \$79.00 per night

\*While they last – We will have a shuttle to all weekend events from this hotel.

**Gilbert Brown Foundation Block**



## CAMPING

### Champions Riverside Resort

W16751 Pow Wow Lane

Galesville, WI 54630

(608) 582-2995

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



**NOTE: Reservation Block at Days Hotel is only open until September 30, 2018.**

You must make your reservation before Sept. 30, 2018

**Shuttle Bus Pick-ups only available from 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 to make your trip.
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. Buses leave Champions at 2:00pm & 3pm
3. The bus will return from Great River Harbor at 7:30 PM. Depart from Champions again at 10 PM
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. **IMPORTANT: You need your square receipt code to get your tickets! BE SURE you have pre-registered online. This is the only way to secure your spot.** Full explanation can be found under Tavern Tour FAQ
5. ABSOLUTELY NO coolers on bus – Carry on's from Bars only! You may purchase beverage containers at any location.

## **TAVERN TOUR INFORMATION**

1. Register for the event by RSVP'ing 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 Tavern Tour FAQ.
2. You will need your receipt code to get your lanyard. **YOU MUST HAVE A LANYARD TO BOARD THE BUS.** You can pick up your lanyards starting on Thursday, October 11, 2018 at Champions Riverside Resort at 5pm. Your lanyard will have your bus number and bus specific seat included.
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. ABSOLUTELY NO coolers on bus – Carry on's from Bars only!

# OCTOBER 12<sup>TH</sup>, 2018 BOAT TOUR

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.

**If you are only going on the Boat Tour and will not be riding the bus be sure to pick up your lanyards at Champions Riverside Resort or call (608) 525-2326 to make other arrangements.**



**Large Helmet with  
all signatures \$350.00**

(Does not include Chrome Collectable Helmet)

**LIMITED QUANTITY AVAILABLE**

**OFFER ONLY ON THE BOAT TOUR!**

## THROUGHOUT THE EVENT

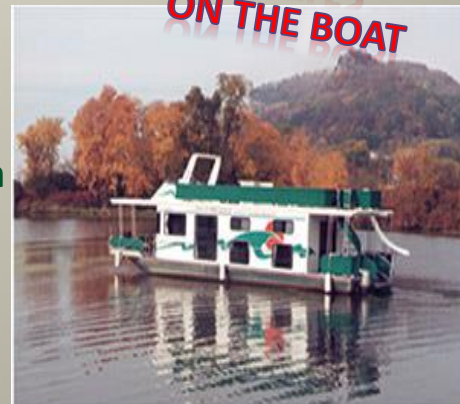
Great River Harbor will be serving food –  
Chicken Dinners, Brats & Hamburgers  
with all proceeds going to the  
Foundation. Plan to grab some dinner.  
Full Bar and Grill

Pictures  
will be available on  
the Foundation  
website after the  
tour!

*(if time and  
weather permits)*

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

**RAFFLES  
ON THE BOAT**



**Fun 'N The Sun**  
HOUSEBOAT VACATIONS ON  
THE UPPER MISSISSIPPI RIVER



888-343-5670



# FRIDAY, OCTOBER 12<sup>TH</sup>, 2018

## 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 Boat

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

5:00 pm – 5:30 pm

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

5:30 pm - 6:00 pm

- Dinner with the players auction winner

6:00 pm – 7:30 pm

- Auction Items
  - Brett Favre & Aaron Rodgers signed mini helmet
  - Booze basket
  - Cabin package to watch a game with 8 people at Champions
  - Great River Harbor Pontoon with 2 night stay
  - Wellness Weekend Package
  - Steak Dinner for 4 people and Stay in a Cabin during a Packer Game
  - Packer Tickets

*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 13<sup>TH</sup>, 2018  
**2018 TAVERN TOUR**

PRE PARTY AT 12:00PM || BUSES LOAD/LEAVE AT 5PM

**Buses ... Bars.... NFL Greats**

**Gilbert Brown • Ahman Green • Antonio Freeman • Frank Winters • Earl Dotson • Santana Dotson • Greg Koch • Dorsey Levins • Kyle Brown • William Henderson • Tryone Williams • Craig Newsome • Sean Jones**

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 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**

<b>12:00 pm – 1:00 pm</b>	Introductions of Players and Meet & Greet
<b>1:00 pm – 2:00 pm</b>	Legends got talent! In the tent
<b>2:00 pm – 2:30 pm</b>	Meat Raffle
<b>2:30 pm – 4:45 pm</b>	Personalized Player Auction Packages
<b>5:00 pm</b>	Buses begin loading and leaving Champions – Tavern Tour begins! Different start times for each bus. (To be released soon)
<b>11:15 pm</b>	All buses are back to Champions

### **CHICKEN DINNER SPECIAL:**

Dinner includes: baked beans, pickle chips & bread. \$9.93  
Available for purchase online or day of the event.

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

Included in Tavern Tour Package -\$35.00 pre-sale until Sept. 29<sup>th</sup>, 2018  
\$19.95 for all others & day of

# TAVERN TOUR FAQ

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

YES!! -It's critical that you RSVP! 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 and/or boat. Register for the event by paying \$1.00 per RSVP with a credit card to hold your seat. You will need the code on your receipt in order to receive your lanyard. Note: Your receipt code will start with the hashtag (#) symbol.

**BE SURE TO BRING YOUR CODE WITH YOU  
WHEN PICKING UP YOUR LANYARDS**



The only way for you to receive your lanyard is to show proof of your receipt code. If you have not RSVP'D through the Gilbert Brown Foundations website, you will NOT receive a lanyard. You MUST pay the \$1 per RSVP.

## **IMPORTANT: Please Read**



**Even if you have called the office to RSVP you must go to the website to register to receive your receipt code. This policy has been put forth by our Board of Directors and Legal Team and we cannot circumvent it.**

Your credit card will be run for \$100 per ticket if you do not have your entire RSVP'd party show up. If you are RSVP'ing for someone else or a group, you are responsible for that entire reservation. Ex: If you RSVP'D for 5 people and only 2 show up your card will be charged \$300 for the 3 people who did not attend. **When RSVP'ing, make sure to select the quantity as the amount of people that will be attending the Boat and/or Tavern Tour.** Ex: I won four tickets to the Tavern Tour, but only 2 people are going. I make my quantity 2.

## 2. Can me and my friends be on the same bus/boat?

If you are going with a group and you would all like to be on the same bus, we ask that you create a group name. When others in your group RSVP they should list the group name in the Additional Notes before finalizing check-out.



# TAVERN TOUR FAQ (cont.)

## 3. Where do I RSVP?

To RSVP and confirm your attendance for one or both of the events by clicking this link <https://squareup.com/store/the-gilbert-brown-foundation/item/rsvp-tavern-boat-tours>  
Or visit [www.gilbertbrownfoundation.org](http://www.gilbertbrownfoundation.org) and click on the SHOP tab and scroll down until you see RSVP.

## 4. How do I get my lanyard?

You can pick up your lanyards starting on Thursday, October 11, 2018 at Champions Riverside Resort starting at 5pm. Lanyards will be available for pickup on Friday and Saturday as well. **YOU MUST BRING PROOF OF YOUR RECEIPT CODE IN ORDER TO RECEIVE YOUR LANYARD.** You must have a lanyard to board the bus. If you are staying at the hotel, the shuttle bus will stop at Champions Riverside Resort for you to pick up your lanyard.

## 5. 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! **GILBERT HAS SELECTED A VERY SPECIAL PIECE VALUED AT OVER \$1000 FOR THE PERSON WHO RAISES THE MOST MONEY ON EACH BUS!**

## 6. 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!

## 7. 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!

## 8. 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 any photos, you must have purchased and be wearing a 2018 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 Monday, Oct.1st, 2018
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 Oct. 1st at 5PM.
4. This year you MUST have a lanyard ticket to board the Boats or the Buses. Tickets will be picked up on site at registration on Thursday, Friday & Saturday at Champions.
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!

Help sell raffle tickets for a Realtree Foosball table autographed by Gilbert Brown, William Henderson, Frank Winters and Earl Dotson and for a 32x29 custom framed Photo of "The Sneak" - Autographed by Bart Starr and Jerry Kramer.

Tickets are \$5 each or 5 for \$20 and can be purchased online. Spread the word!

[Purchase Tickets Here](http://www.gilbertbrownfoundation.org) or online at [www.gilbertbrownfoundation.org](http://www.gilbertbrownfoundation.org)



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 totals announced on Facebook on Monday after the tour!**

# Raffle License

To legally advertise and complete a raffle, a raffle license is needed. Through the Gilbert Brown Foundation, we are able to supply the license for you if you are specifically fundraising for the Foundation.

All the money raised, no matter the bus, will be benefitting the Gilbert Brown Foundation. Let's work as a team and share each other's events to help each other out! Below are some fundraising ideas:

## Basket Raffle

### What It Is

- A raffle including multiple prizes laid out in an area allowing multiple people to enter with double sided tickets to the prize of their choice.

### What You Need

- Roll of double-sided tickets, prizes, and small baskets/Tupperware containers
- If the winners need not be present at the drawing to win, be sure to have contact information on the portion of the ticket turned in for the drawing. If the winners need to be present, no information is needed on the back of the ticket.

### How to Proceed

- Display all prizes out on a table or large area. Match a basket or small Tupperware container to each prize. Number each prize and matching basket with a sticker or piece of paper. Sell tickets to the basket raffle by using a roll of double-sided tickets. Give the desired amount of tickets to the participant. Do not keep any of the tickets. One side of the tickets, the participant will drop into the basket of their choice, the other side they will keep to claim their prize. Once you are ready to call winners, select a ticket from each basket and tape the winning ticket to the respective prize. If the winner does not have to be present take a picture of the winning ticket with the prize to post online.

## 50/50 Raffle

### What It Is

- A 50-50 raffle simply involves the sale of raffle tickets with the proceeds being split evenly between the winner and your organization. It is one of the simplest and easiest fundraisers you can do.

### What You Need

- Raffle tickets
- Your only fundraising expense is the raffle tickets. A double ticket roll is ideal, especially if the winners need not be present at the drawing to win, be sure to have contact information on the portion of the ticket turned in for the drawing. If the winners need to be present, no information is needed on the back of the ticket. Hand-made or custom tickets could be used.

### How to Proceed

- All you need is one or more ticket sellers. Raffle tickets normally sell for \$1 each, with an incentive for multiple purchases (6 tickets for \$5 or a wingspan of tickets for \$20). Using a price incentive for multiple tickets can often increase your total sales and builds a larger 'pot' to split with the lucky winner. All ticket stubs (or duplicate tickets or numbers, depending on your style of raffle tickets) are placed in a hat or other container from which one lucky number is drawn. The 'take' is tallied and one-half awarded to the holder of the lucky number.



# 10 # Board

## What It Is

- A 10 # Board is a raffle board allowing up to ten people to participate in your desired raffle. The board has ten spots for names to be written matching up with an unknown number found under removable tape.

## What You Need

- Raffle Board & Prize  
Your only fundraising expense is the raffle boards. The board must have either tape or a tear off paper covering the numbers as well as the winning number. Only names need to be written in the empty space if the winners need to be present. If the winners need not be present at the drawing to win, be sure to have contact information underneath the participants name.

## How to Proceed

- You will need at least one raffle board depending on how many raffles you want to do at a time. Write the amount per line at the top as well as for what item or service. For example: \$5 – Signed 8x10 Photo. This means it is \$5 per line per participant for a chance to win a signed 8x10 photo. Once the board has been filled, remove the tape (or detachable item to reveal the winner. The winning number will be listed at the top, not in line with a name. Match the winning number to the same number listed along side a name. That name will be your winner!

## Variations

- Your board does not have to be a 10 line board. There are different increments you can raffle with.

# Live Auction

## What It Is

- Several items auctioned off on site as a specified time with bids being announced

## What You Need

- Several auction items, paper to write down final pricing

## How to Proceed

- Display items prior to the live auction for participants to look at. Once the live auction begins, start with one item until you have reached the highest bid you can reach. Give a “going once, going twice, sold” notion and recognize if the participant wants to keep a tab going or close out after the item. Move on to the next item and repeat above.

## Pricing

- There is no pricing, but rather what each participant is willing to spend on the item.
- Bids usually go in increments of \$10, \$20, \$50, or \$100.

# Money Container

## What It Is

- A jar or other large container displayed by registration or cash register with an opening for people to donate money.

## What You Need

- A jar or large container

## How to Proceed

- Include a sign of where the donated proceeds go to on the container.
- Using your discretion, the container should be in a safe place and emptied regularly.

## Pricing

- No pricing, just the generosity of others as donations.