

Hi everyone! I am so stoked that you're joining in NiteNite Night - this is going to be so fun!



Just a friendly reminder that there are only **four requirements** to vend at this event:

- 1) **PROMOTE!!** As always, an event will only be as successful as the promoting. Between the algorithm, people not reading, and people just not remembering - we need to pull our weight to have this event be amazing. If you can't promote this event or don't want to - please do not vend at it. We have a flyer ready to go to make it easy peasy but you are welcome and encouraged to make your own too! Of course, on top of each of us promoting, we will be running ads and all that good stuff too. Please add the link for tickets to you website/Linktree/etc too!

a) Here are some examples of what promoting means:

- i) Within 2 weeks of the event, posting *at least* once a day on your Stories with information about the event. This should NOT be just a repost but should include text as well to educate your followers about what the event is, how to attend, and what promo you're offering.
- ii) If you do not like our graphics, please create your own so you are excited to promote the event. If you're not excited to promote the event, it is not going to be a fun day!
- iii) Posting *at least* one time on your feed about the event. I know we all love our aesthetics and for things to look a certain way with our brand, so once



again let me emphasize that you can totally make any graphics you want to fit in with your branding if you do not dig ours.

- iv) [Here are the graphics](#) we have made for the event, so feel free to use these if you aren't able to create your own.

- 2) **Sale or Promotion:** Each vendor should have some sort of sale or promotion that is BizBaz specific so that you can see some success at the event. Please make this sale as simple as you want (here are some examples):

- a) A free B grade pin with a purchase
- b) 10% off \$25+ orders,
- c) New product drop
- d) Mystery bags
- e) Etc!

- 3) **Vendor Fee:** There is a \$60 vendor fee to participate in this event. This assists us in hosting the event and covering the expenses of this event. Some of those expenses include:

- Venue fee
- Providing the tables, chairs, linen, etc
- Exclusive sticker
- Live entertainment
- Signage and marketing
- The time it takes to organize and host this event. We have been doing this for 5 years and strive to bring you the best experience.
- And more!

- 4) **Have fun!:** I know we all want to make money first and foremost. And, yes, that is important. BizBaz does everything possible to bring a crowd and fill up the event. I like to iterate that there are other ways to find success in event if the sales aren't there too:

- a) *Brand awareness:* just because a sale wasn't instant, does not mean it is not there. Be sure to connect with everyone that comes to your table so you can gain new followers - they can support you by sharing your posts, interacting with your social media, etc!
- b) *Networking:* There are 10 vendors at this event! Make the most of that. Create new friendships, generate new ideas, and more by networking.
- c) *Feedback:* You'll get a good idea of what is working vs what is not working from your table display to product to your approach and everything in between. Everything is always a learning experience!

***Not Mandatory Aspects of vending at BizBaz:**

1. **Donate any products to our charity raffle/giveaways.** This would be very helpful to keep the event super versatile in our giveaways/raffle prizes. You can drop off your prizes the day of the event at our BizBaz booth.



2. [Join our Discord](#). We have an incredible Discord community that I use to promote the event beforehand: the tickets are posted in here, giveaways prizes, and other first looks to the attendees. I'll also assign you a role in our Discord if you join so that our followers know you're vending at the event!
3. **Create your own freebie merch of any versions you create of our characters.** A lot of our vendors will create their own versions of our mascots and make them buttons or stickers to give away as part of their promotion for the event. I am totally fine with you doing this and encourage it! I just ask that you **only** give your items that incorporate our mascots away for free as part of your promo for the event, and then after that they are not used in any type of sales way (even if giving them away for free)
4. **Add any logos/graphics you'd like me to use to [this Google Folder](#).** This also has all promo materials in it. If you want me to incorporate anything specific, please upload any graphics/photos to this folder and label it "Shop NamexImage Name". I'll do my best to use them! *Please just message me to confirm you've uploaded graphics so I know to check.*

I really appreciate you all vending at BizBaz together. I think it's going to be pretty epic to say the least. 🔥 We have a fun show planned and it couldn't happen without you! 🎉🎉🎉

Venue Photos

We have worked with Mission since 2023, been hosting events for 6+ years. A bit about Mission:

- Serving the San Diego community since 1913, Mission Brewery has a rich history and delicious craft beer.
- Arguably the most beautiful brewery space of epic proportions, Mission boasts a 2,500 sq. ft. tasting room in over 25,000 square feet of total space.
- Upper level loft with gorgeous architectural cutouts opening up the downstairs area to tie in both levels of the brewery.
- A floor to ceiling, open-air sliding window that overlooks downtown San Diego. Incredible views of the San Diego Central Library and Petco Park
- Delicious handcrafted kegged and tap beer.
- Street parking/paid lot across the street
- PA system, projector for all sound/entertainment needs
- Pinball machine room



Some info about the event:

We teamed up with ETC for the karaoke portion of this event. To sign up is \$5 and you will get the exclusive sticker for free when you do that. We'll have a game corner, food, artists vending, karaoke, drinks, and more for a NITE full of fun!

Facebook event: COMING SOON

EventBrite event: COMING SOON

Direct Site link: COMING SOON

Text/Hashtags to use if needed for posting:

♥ EMO KARAOKE?! ♥ Come to NiteNite Night @ Mission on 1/25!! Cop our exclusive NiteNite the bat sticker for FREE when you sign up for karaoke with ETC San Diego 🐾

We have a 🦋NITE🦋 full of fun in store for you:

🎤 EMO KARAOKE from Emo Talent Creative

🎨 Artists vending

🎲 Board Game + TCG corner

🍔 Food

🚗 Cars n Anime Pulled Up

🍹 Flair from BizBaz Club

❄️ Enamel Pin Trading Post

🍷 Delicious beverages from Mission

🧸 MtG tournaments, trading & collectibles

📸 Selfie section

+ more! This is a free, all-ages event so bring your whole crew for an amazing, spooky Tuesday filled with supporting local artists! 🐾🌈🍷🎨🌟🎉

📌 IMPORTANT INFO 📌

📅 1/25 from 5-9 PM PT

📍 131 14th St, San Diego, CA 92101

🚗 Street parking, paid lot parking, or public transit available

🐾 Pet friendly



♥ ALL AGES & FREE STICKER WHEN YOU SIGN UP FOR KARAOKE

📌 VENDOR LINEUP 📌

📌 @bizbazclub
📌 @Carsn_animesd

📌 ENTERTAINMENT AND FOOD 📌

🔪 EMO Karaoke from @etcsandiego
🔪 Delicious beverages from Mission
🔪 Boba drinks + candy from @bizbazclub Boba
🔪 Food
🔪 @Cars_n_animesd pulled up
🔪 MtG, trading & collectibles from AKH
🔪 Video game corner and craft station
🔪 Enamel pin trading booth, selfie section, and more

#bizbazclub #sandiegobeer #sandiegoartist #sandiegobreweries #sandiegohingstodo
#sandiegopopup #sandiegoevents #thingstodoinsandiego #sandiegocounty #sandiegohandmade
#sandiegocrafted #sandiegocosplay #sandiegoanime #sandiegokawaii #socialcosplay #socialanime
#socialcosplay #sandiegoboba #sandiegofoodie #sandiegokaraoke #sandiegomaidcafe
#sandiegokaraoke #sandiegoconvention

Details for the day of the event:

- **Location:** 131 14th St, San Diego, CA 92101
- **Jules cell:** (619) 800-8321 (please only text me if it's absolutely necessary - I probably won't answer a call from an unknown number either so text is preferred)
- **Parking:** After unloading, please park further away in the neighborhood or the paid lot across the street to allow plenty of parking for customers during the event. This is downtown so it's street parking or paid lots.
- **Set up/tear down time:** You can arrive as early as 4:00 PM PT to prepare your booth, please do not arrive sooner because we will be setting up the tables and prepping the venue. If you arrive earlier, I will kindly ask you to wait to come in. You can unload right in front of the brewery and then please park on the street. We want to leave the entire parking lot open to attendees. You can bring your car back around at the end of the event to pack up. I will ask everybody to please fold up their own tables and bring them to a designated spot in the venue to help with tear down. It should take just a few minutes and is a tremendous help to us since it's just myself, my fiance, and one team member that does all the physical labor. Additionally, per your application, if you tear down early you will not be allowed to vend again with us. This is disrespectful and

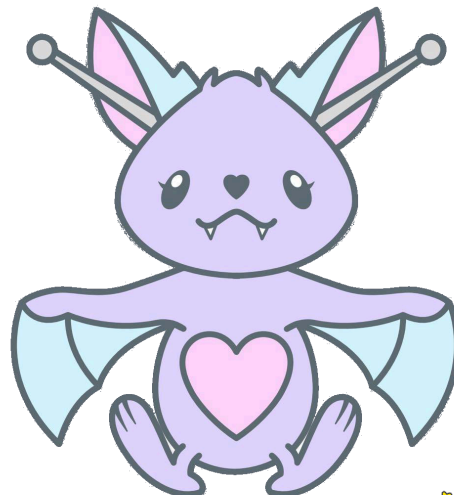
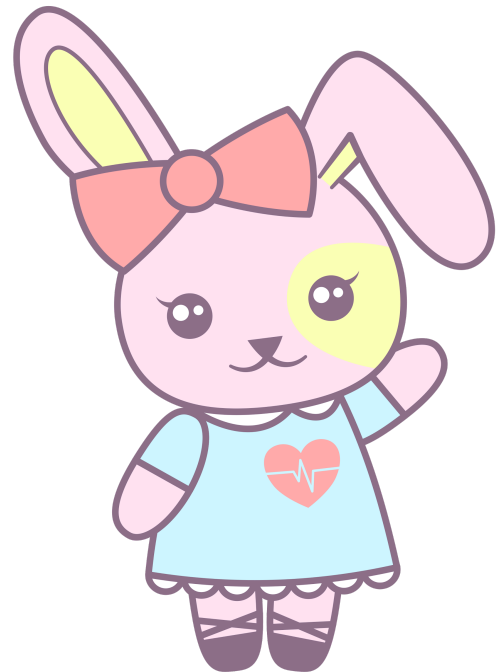
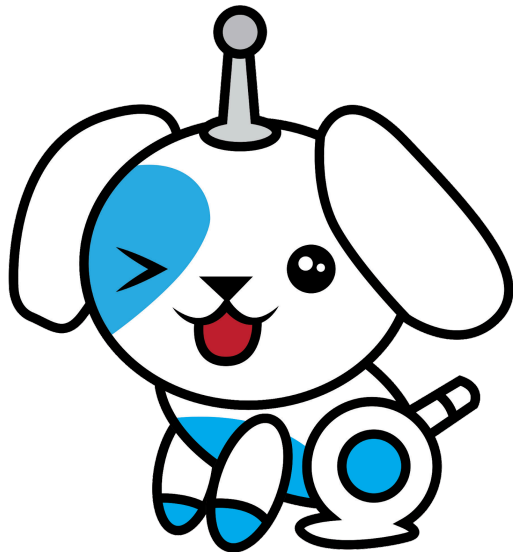


disruptive to your neighbors along with the customers that have seen the event is advertised to be open until 9:00 PM.

- **Food:** Please eat and stay hydrated! There are food and drinks available at the brewery. If you need someone to watch your table to take care of yourself, please ask me, Stephen, or your neighbor so you can eat/drink/use the restroom/explore the event!
- **WiFi:**
- **Homeless:** This event is in downtown San Diego. If you are not familiar with downtown, there are lots of homeless people. We do a lot with our event to help the homeless, but it can be a bit jarring if you are not used to this location. Please be safe and do not engage with them. Although most unhoused peeps are harmless, you never know and it's usually best to keep to yourself. If you feel uncomfortable at all, please grab a BizBaz team member to help you out!
- **Chill Zone:** Our event can get loud and crazy between how busy it is, karaoke, maid cafe performances, etc. If you need a place to chill out for a bit for any reason, we have an office available for our vendors. Please see Jules, Stephen, or another BizBaz team member if you need access.



****CLICK HERE** Here are some of the main graphics/our characters if you'd like to make your own graphics/products:**







PRESENTS

NITENITE NIGHT

