



# The Fourth Annual "Saugatuck Second Line" is back!

Fat Tuesday, February 13th, 2024

## SPONSOR INVITATION



Red Horse Center presents the Saugatuck Second Line ~ a Mardi Gras Pub Crawl, featuring Great Lakes Brass. This one-of-a-kind event is a mash-up between a pub crawl and a walking brass band parade, through downtown Saugatuck on "Mardi Gras Day" - Fat Tuesday.

It starts at Wally's Bar & Grill and finishes at the Southerner with a New Orleans-inspired feast, with lots of collaborators, sponsors and good times in between.

Saugatuck Second Line is a tradition that continues to bring people together, honor American culture, and contribute to our vibrant community. People are invited to join in the experience, walking or dancing in the "second line," sharing smiles and laughs as we pause at each parade stop for music, drinks and conversation. You're encouraged to dress for the occasion, twirl parasols and wave handkerchiefs, or come as you are.

Sponsorship proceeds will contribute to Red Horse Center's program:

### **HEY! - Horses Empowering Youth - Allegan County.**

#### **\$500 Krewe Tier**

- Logo (Large) recognition on posters and tee-shirt
- Window-sized posters to show your support
- Parade Kit with beads and boas & two T shirts
  - Opportunity to pre-order extra Tees at discount
- Inclusion of one branded item in pre-sold party kits
  - (Logo'd items, gift cards, or whatever you think of)
- Early access to pre-order, discounted tickets The Southerner's Mardi Gras Buffet with live music from Great Lakes Brass

#### **\$300 Carnival Tier**

- Logo (medium) recognition on posters and tee-shirt
- Window-sized poster to show your support
- Parade kit with beads and boas
- Opportunity to pre-order extra Tees at discount

[www.redhorse.red](http://www.redhorse.red)



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## Saugatuck Second Line

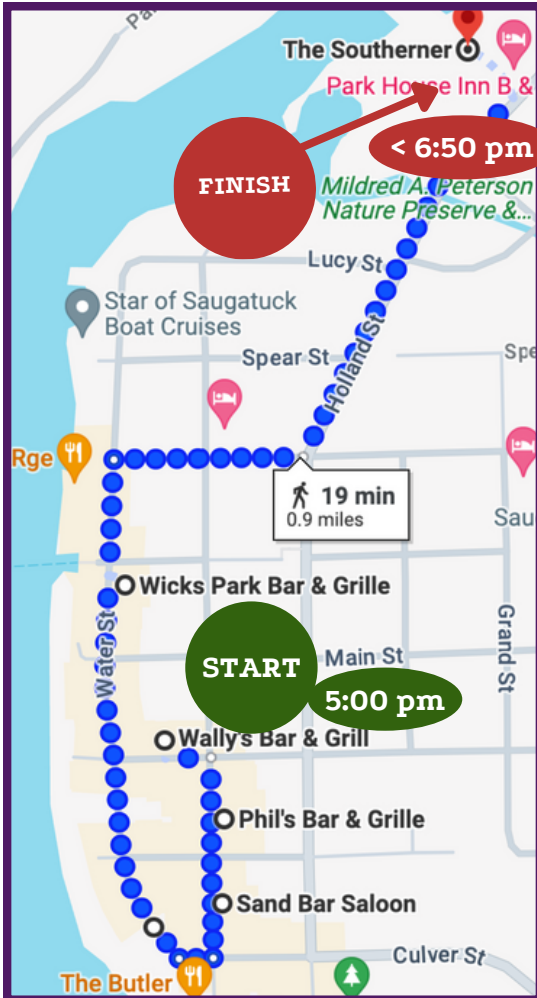
### 2024 Route

(subject to revisions)

Tuesday,

February 13th

4:30 pm - 9 pm



### What's a Second Line?

**Second Lines - neighborhood celebrations in the form of brass band parades - are considered a "quintessential New Orleans art form,"** Associations known as Social Aid or Pleasure Clubs and Benevolent Societies were created by and for African-Americans following the Civil War to provide support, education and aid to their members.

These clubs hosted parties and parades to celebrate their community, invite new members, and honor each other when they died, traditions known as jazz funerals and second lines. As segregation faded, the purpose of these clubs changed, but their traditions and celebrations, especially second lines - exciting walking parades that snake through the neighborhoods, continue today.

**They're ongoing testaments to the strength & vibrancy of communities coming together.**

We are revising our format slightly from last year, mostly by having the band enter each Parade Stop.

The band will arrive and play two songs before departing. This will create more engagement, and perhaps a slightly slower pace.

### Approximate Timeline

- 4:30 - 5:00: Wally's
- 5:15 - 5:30: Phil's
- 5:35 - 5:50: Sand Bar
- 6:00 - 6:15: *Corner Bar (tbd)*
- 6:20 - 6:35: Wick's Park
- 6:50 The Southerner

8 pm Great Lakes Brass at the Southerner

### WHAT'S NEW?

#### Event Website (hosted by Red Horse)

- With FAQ, parade route, sponsors, party kit ordering, history, resources.
- Parade stop information: party descriptions, specials, times, etc.

#### Party Kit Preorder (Pickup the week before)

Beads, boas, t-shirts, sponsor trinkets, table reservations, etc.

### SPONSOR DETAILS

Sponsor Deadline:  
January 5th

Register online via:  
[tinyurl.com/SSL-SPONSOR24](https://tinyurl.com/SSL-SPONSOR24)  
Or email [fred@redhorse.red](mailto:fred@redhorse.red)

Checks payable to  
Red Horse Center