

MIDTOWN MINI FOLLOWED BY MIDTOWN LOVE RECAP REPORT: 2022



EVENT OVERVIEW

The 3rd annual Midtown Mini followed by the 15th annual Midtown Love was held on Thursday, September 15 from 5–9 PM in the heart of Midtown.

Participants enjoyed a two-hour mini-golf tournament with 30 hosted mini-golf holes, live music, cocktails, games, food, and raffle tickets. Guests then enjoyed an evening at Faces Nightclub with aerialists, mermaids, live art, food, drinks, drag queens, a live auction, and more throughout the evening.

All attendees received an opportunity to win grand prizes, as well as raffle and auction items such as fine jewelry and three vacation getaways. In addition, attendees had the opportunity to compete for the Golden Sweater Vest Trophy with a lifetime membership to Flatstick Pub which was awarded to the best-dressed attendee.



2023 PLANS

We are keeping your favorites and adding more to love. Look for the return of the mini golf tournament but get ready for upgraded drinks, food, and activities while you putt. Tray passed "golf-etizers," craft beer bar, and Midtown Farmers Market pop up, anyone? Plan for your iconic annual team photo with drag queens and mermaids—plus big raffle prizes, interactive food displays the way that only Midtown can, and more.

Join us again next year as we fundraise for Midtown's businesses, parks, and the return of Second Saturdays in 2023!

**SAVE THE DATE: 2023 ANNUAL MIDTOWN MINI AND MIDTOWN LOVE EVENT,
THURSDAY, SEPTEMBER 14, 2023 FROM 6–9 P.M. IN THE HEART OF MIDTOWN**

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SPONSORS

Thanks to our sponsors, the 2022 Midtown Mini followed by the Midtown Love event received **\$98,650** in sponsorship dollars. [Click here](#) to view a full list of event sponsors on the Midtown Mini and Midtown Love webpage.

IMPACTFUL METRICS

30 Golf Holes	65 Sponsors	288 Attendees	\$7,165 Event Money Raised	\$98,650 Sponsorship Money Raised
56,667 Paid Social Media Reach	2,501 Social Media Engagements	763 Social Media Shares	17 Number of Social Posts	2,959 Newsletter Opens
218,870 Nielsen Media Audience	\$61,016 Calculated Publicity Value	18 Media Story Count	\$5,010 Comstock's Promotion Value	69 FOX 40 Promo Spot Runs

PHOTOS

Check out our Facebook album [here](#) to find more photos from the event.



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EVENT PROMOTION

SOCIAL MEDIA POSTS

Click the thumbnail to view examples of our social media posts.



FLYER



FACEBOOK AD

Mini-golf through the fun filled streets of Midtown while experiencing live music, small bites, and signature drinks that ...see more



exploremidtown.org
Get your tickets to the Midtown Mini!

Learn more

NEWSLETTERS

Click the thumbnail to view newsletter.



MEDIA

[Midtown Hosts Mini Golf Celebration - Mountain Democrat](#)

[Mini Midtown Love Annual Celebration - FOX40](#)

[Midtown Mini - Good Day Sacramento](#)