

## Take Back the Night Ann Arbor - April 1, 2021 Advertising Plan and Itinerary for City of Ann Arbor Permit Application

### Advertising Plan

We will be advertising the TBTN Rally and March on Social Media, via emails to our mailing lists, via professors and student orgs on campus, via Diag Boars, Bus Signs, Digital advertising on campus, via local organizations. It will be highlighted that it will be live streamed to give those who can not attend in person an opportunity to attend for safety reasons and for a back up plan in case we are unable to hold it in person.

### Itinerary for event

Rally itself will be held on the Diag of the University of Michigan.

Rally will start at 7 pm. It will be completely live streamed and will be able to be completely virtual if needed to be.

March starts about 8:15 pm.

Please see attached map for march route. We will also promote smaller marches and offer them to join us via zoom to control size of crowd.

Approximate time to return to Diag is 9:15 pm.

Short candlelight vigil will happen (with electric candles) will happen if crowd size is small enough.