

CBIA: HELLO HOLIDAYS CAMPAIGN

REGISTRATION & BOOKING CLOSE : NOVEMBER 7 | ROLL-OUT: NOV 15 & DEC 15

PROMOTING YOUR BUSINESS

A campaign to entice local Holiday shopping.

Marketing tactics will be aimed at a multi-level approach by using local advertising (papers, social media, and other publications), a passport draw, and a popular event. We will also be featuring a strong shop local to tie in with the Shop Chemainus campaign which will follow in the spring. Using three similar logos allows for enhanced recognition within the community. You can choose to do as much or little as you wish.

MESSAGE: The more you shop, the more you win which means the more you support local business, ultimately supporting the health and vibrancy of the community.

GOAL: The aim of this campaign is to increase awareness, sales and viability for Chemainus as a shopping destination for the holidays. We are offering businesses the opportunity to highlight their products or services in various ways.

MARKET: Residents of Chemainus: 90% + Surrounding Areas (5 minute drive): 10%



PASSPORT
DRAW
INCENTIVE



GIFT GUIDE
ADVERTISING
PRODUCTS/SERVICE



MOONLIGHT
MADNESS
SHOPPING EVENT

EASY STEPS TO PARTICIPATE

As a member or not-for-profit, you get free registration for the campaigns, promotion listings and visibility.



COMPLETE THE REGISTRATION (due Thurs. Nov. 7)



SPREAD THE WORD

- 1 Hang up a poster, share on social media, and tell your customers



PASSPORT PARTICIPANT?

- 1 Passports, stamps and ink will be delivered to you with a table talker + door sign



GIFT GUIDE PARTICIPANT?

- 1 Pick your day and let us know - it is first come first serve from Nov 15-Dec 20
- 2 Select your item and we will come take a photo of it with a brief description



MOONLIGHT MADNESS PARTICIPANT?

- 1 Send us your specials for that night (must be in by Nov 14)
- 2 Select your spot prize for the scratcher and let us know what it is
- 2 Spread the word and tell your customers

Not a member of the CBIA, don't fret we can register you in this campaign for \$49 to get almost all the same access members do.



chemainusbia.com

CBIA: HELLO HOLIDAYS DETAILS

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GENERAL CAMPAIGN INITIATIVES

POSTERS	Posters and/or displays to be placed in town and within surrounding communities
BANNER	One large event banners will be placed at the Chemainus & Henry Road entrance
WINDOW	Window signs will available for all participating retailers denoting participation
WEBSITE	Yourchemainus.ca website will be the call to action with a festive transformation
SHOP LOCAL	Shop local advertisement touting the benefits of keeping money in the community



PARTICIPATE IN MOONLIGHT MADNESS

- 1 Stay Open
- 2 Offer a Sale/Discount/Prize
 - Draw people in and incentivise
- 3 Decorate Your Store
 - Candy Cane Lane theme
- 4 Enticements
 - Encourage lingering, offer something extra like cookies
- 5 Participate in a Search & Find
 - Draw in new visitors with a game of search and find
 - Details on roll-out to come!*
- 6 Donate a Prize or Gift Card
 - Used for the scratch and win, prizes encourage shopping
- 7 Small Event or Something fun
 - You host it, we promote it
- 8 Tell your customers
 - More you tell, the more you sell
- 9 Advertise in the Map/Guide
 - Contact us (spots are limited)

HOLIDAY PASSPORT INCENTIVE

PASSPORT	Passport initiative identical to last year for all participating businesses; <ul style="list-style-type: none">• Customers spend \$10 or more per transaction they receive a stamp• 5 stamps enter to WIN a \$250 gift card in Chemainus businesses• Card is a folded over business card size, includes your business name
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GIFT GUIDE ADVERTISING/FEATURETTE

GIFT GUIDE	Showcase your products in a weekly gift guide paid for by the CBIA Online ads/posts created for all products to coordinate with the day you select <ul style="list-style-type: none">• Select a day and choose your product to be displayed, we do the rest
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EVENT & ENTICEMENT

MOONLIGHT MADNESS	NOV 22 - Shopping focused event to entice exploration NEW! Emphasis will be on product & food sales
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WHAT TO DO

SCRATCHER	Business donate spot prizes won via a scratcher card during the event Every \$25 spent at Moonlight Madness gets a scratcher card <ul style="list-style-type: none">• Select the prize you wish to donate and we will spread the word
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Ask about specific details!

CAMPAIGN INITIATIVES



CONTACT US

We want to hear from you, that's why we're here!

Krystal Adams - Executive Director
direct. 250 800 1164 | email. krystal@chemainusbia.com

CBIA: HELLO HOLIDAYS SIGN UP

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PROMOTING YOUR BUSINESS

GENERAL INFORMATION

A campaign to entice residents and island locals to shop locally, attend a community event to explore the town, and see value in local goods offered for the Holidays and year round.



DUE DATE

Registration: November 7, 2019

Photo Due: November 7-15 (Dependant on publish date)

BUSINESS INFORMATION

Business name:

Business address:

Phone number: () -

Business Email address:

ADVERTISING PHOTO (if applicable)

- ☐ I will supply a high resolution image
☐ Please come take a high resolution image

PAYABLES

Invoices issued upon registration. Must be paid upon registration.

TO BE FILLED OUT BY THE CBIA FOR PROCESSING - DO NOT WRITE IN BOX BELOW

AUTHORIZED BY

DATE

☐ Invoice Issued

☐ PMT Received

☐ Accounting



☐ PARTICIPATE

AVAIL. MEMBER | NON

☒ REGISTRATION - non-members require registration for opportunities below **FREE** | \$49

☐ HOLIDAY PASSPORT - One stamp per every \$10 spent in your store **FREE** | \$25

☐ GIFT GUIDE - ONLINE & IN PRINT

☐ Businesses listing: Name only (print) **FREE**

☐ Daily gift showcase: Image + Info (print + online) \$35 | \$55
Day selected (Nov 15- Dec 20):

☐ Feature Item: Larger print advertisement featurette in Courier \$125 | \$155
Week selected (1-6):

What item will you be featuring?

☐ MOONLIGHT MADNESS EVENT - NOVEMBER 22

☐ Staying open during event 4:30pm - 7:00pm **FREE**

☐ Sale or discount during event, list pls: **FREE**

☐ Timed in store prize or draw, list pls: **FREE**

☐ Decorate Candy Cane Lane **FREE**

☐ Search & find (similar to elf on the shelf last year) **FREE**

☐ Other enticements or info we should know: **FREE**

☐ Scratcher spot prize donation as an event participant, list pls: Thank you!

Retail value:

Based on past/estimated sales, how many scratcher cards will you need (remember giving one scratcher for every \$25?) **FREE**

Would you like your own scratch and win prize card or a different businesses?

☐ Interested in Map/Guide Book Advertising

Inquire pls.

OTHER NOTES

CONTACT US

We want to hear from you, that's why we're here!

Krystal Adams - Executive Director
direct. 250 800 1164 | email. krystal@chemainusbia.com



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