

CBIA: YOUR TOWN CAMPAIGN

REGISTRATION & BOOKING CLOSE : MARCH 28 | ROLL-OUT: APRIL & MAY



PROMOTING YOUR BUSINESS

A campaign to entice residents to use services, shop and show their love for Chemainus

Marketing tactics will be aimed at a longer term strategy of changing perceptions and giving light to businesses, services, and goods that may have been dismissed for more convenient routine. Includes a business to business aspect. Unlike a traditional “Shop Local” campaign that is aimed at marginally increasing sales over a short time span, this campaign is to begin the ground work of a longer lasting strategy. By showcasing the abundance of selection and bringing back the reasons residents chose to live in Chemainus, supporting local business, the increase in traffic over the course of months will be much more sustainable. This allows for additional prosperity and sustained business profits throughout the year.

GOAL: To provide an integrative multi-phase approach to leading residents back to local businesses and services, while also emphasizing their pride/love for Chemainus. We are offering businesses the opportunity to highlight their business in various ways.

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

FOCUS: We will also be helping to change the perception of what shopping Chemainus really means. By showcasing benefits of all Chemainus business areas (Chemainus Rd., Willow Street, Mid-Town, Old Town, etc.) we will begin to unify the town as a whole and change existing perceptions.



SHOP YOUR TOWN
RETAIL (45% BUDGET)



EXPERTS IN YOUR TOWN
SERVICE (45% BUDGET)



LOVE YOUR TOWN
PRIDE (10% BUDGET)

TIMELINE/PHASES

- 1 Billboard, Signage, Windows, Door Clings, Website
- 2 Advertising, Business Spotlight, Photo Share
- 3 Door Knockers, Magnets, Social, Stake Signs, Bags
- 4 Chemainus Card/Passport
- 5 Calendar, Basket Bids, Sidewalk Sale
- 6 Post Campaign Survey

WHAT YOU GET FOR *FREE*

As a member you get free registration for the campaigns, promotion listings and visibility.

Not a member of the CBIA, don't fret we can register you in this campaign for \$99.



REGISTRATION IN CAMPAIGN INCLUDES *FREE*

- Door Cling
- Map Displays + Business Listing
- B2B Events
- Promo Material
- Chemainus Card/Passport
- Sidewalk Sale



WEBSITE BUSINESSES LISTING – NAME, ADDRESS, URL *FREE*

This website will stand by itself and act as a constant resource as the main call to action. Each business listing will lead back to your website or page of choice.



BUSINESS VISIBILITY – CATEGORY EDITORIAL *FREE*

We will be grouping businesses in categories and promoting their usefulness to appeal to the public. We will be listing the businesses names in the following:

- Advertising
- Category Editorial
- Stake Signs
- Social Media
- All Other Opportunities



CBIA: YOUR TOWN PHASE DETAIL

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ROLL-OUT PROGRESSION

This campaign is best approached in phases allowing for everything from town viability to resident intake, co-op and other external factors. Some of the initiatives in key stages are connecting to the general Tourism Chemainus brand where as others are for this campaign giving a longer shelf life with broader appeal.

CO-OP OPPORTUNITIES

💡 Identified with this icon, spaces are limited. See full details on co-op page.



GENERAL VISIBILITY

- ✔ BILLBOARD Fuller lake billboard co-op available for 3 month term during the year
- BANNERS Two large banners will be placed around town for visibility
- FLAG POLES Reinvigorating the town & highway banners with new imagery
- ✔ WINDOWS Some vacant/blank properties have allowed us to use their windows
- DOOR CLINGS Each business will be given one vinyl door cling for their door/window *FREE*
- ✔ WEBSITE Yourchemainus.ca website will act as the main call to action
- PROMO These materials include posters, direct mail cards and/or displays *FREE*
- PODIUM & MAP Town podium in Waterwheel Park + business listing in Old Town *FREE*



TARGETED INITIATIVES

- ✔ ADVERTISING Weekly features of category editorial & businesses listings *FREE* with the ability to purchase an ad at discounted rates
- ✔ BUSINESS SPOTLIGHT Individual spotlight of businesses showcased online, social media and may include print advertising when space allows.
- ✔ PHOTO SHARE Enticing locals to go to the website and add their Chemainus photos it will gain business visibility + foster town pride

JOB FAIR FOR BUSINESSES Advertised + materials for open jobs *FREE*



DIRECT MARKETING

- ✔ DOOR KNOCKER Delivered to residents, this is a strictly co-op piece for specials/direct action
- ✔ MAGNETIC CLING Large directory fridge magnets will be delivered to residents as co-op only
- ✔ SOCIAL MEDIA Sponsored posts inclusive of those businesses wishing an extra highlight
- ✔ STAKE SIGNS Promotions of shopping, services & areas + individual businesses
- ✔ BAGS Shop Chemainus branded recycled shopping bags will be available for you to sell and if you would like, may include your logo as a co-op participant
- ✔ NEWSLETTER Campaign + category highlight newsletter with optional advertising available

BUSINESS TO BUSINESS TOUR Roving business tour only for owners/managers *FREE*



ACTION ENTICEMENT

- CHEMAINUS CARD/PASSPORT *FREE*
Business will be offered participation to give an incentivised discount plus a passport component with stamps for every purchase over \$5 leading to a draw to bring people in often. A separate insert will be circulated pertaining to this once it is time to start the discussion. Customers purchase card for \$1.



EXTRA VISIBILITY

- ✔ CALENDAR 16 month calendar from photo share
- BASKET BIDS Businesses interested in a basket swap *FREE*
- SIDEWALK SALE Post summer sidewalk sale around town *FREE*

CONTACT US

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

Krystal Adams - Marketing and Events
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chemainusbia.com



PH CO-OP OPTIONS

AVAIL. MEMBER | NON

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GENERAL INFORMATION

The Your Town campaign co-op program offers you a variety of options to take advantage of the visibility and exposure that is being offered both in a general and direct way.



DUE DATE

Registration: March 28 Logo Due: Dependant on co-op

BUSINESS INFORMATION

Business name: _____

Business address: _____

Phone number: () - _____

Business Email address: _____

ADVERTISING/LOGO

- Design will be supplied in print ready format - .PDF, .AI, .EPS
- Please design the ad/logo for me

PAYABLES

Invoices issued upon registration. Must be paid upon registration.

⑥	<input type="checkbox"/> REGISTRATION - non-members require registration for opportunities below		FREE \$65
①	<input type="checkbox"/> BILLBOARD - call to discuss (logo cost per month, 3 mth term)	5 per term	\$80 N/A
①	<input type="checkbox"/> WINDOW - Ad space avail below larger map (call to discuss)	4-6 spaces	\$55 N/A
①	<input type="checkbox"/> WEBSITE & UNIQUE URL - YOURCHEMAINUS.CA		
	<input checked="" type="checkbox"/> Businesses Listing: Name, Address, URL	Unlimited	FREE
	<input type="checkbox"/> Enhanced Listing: Images + Mini Business Profile	Unlimited	\$15 \$35
	<input type="checkbox"/> Online Banner Ad: Rollover on refresh	3 Spaces	\$65 \$85
②	<input type="checkbox"/> ADVERTISING (PRINT) - Weekly inserts (see courier insert)	Multiple	See insert
②	<input type="checkbox"/> BUSINESS VISIBILITY & EDITORIAL		
	<input checked="" type="checkbox"/> Category Highlight - Groupings (Antiques, Services, etc)	Unlimited	FREE
	<input type="checkbox"/> Individual Business Spotlight: Photo + description Showcased on web, social media and may include advertising	2 per week	\$45 \$65
②	<input type="checkbox"/> PHOTO SHARE - Sponsor includes banner on page + prize	1 sponsor	Donate Prize
③	<input type="checkbox"/> DOOR KNOCKER - Ad space for promo/special/business info	5 spaces	\$35 \$65
③	<input type="checkbox"/> MAGNETIC CLING - Name, ph#, address, URL, category	14 spaces	\$32 \$52
③	<input type="checkbox"/> FACEBOOK - Advertising + category promotions		
	<input type="checkbox"/> Co-op Feature • Promote post crafted for business • Promote one of your existing posts	Unlimited	\$8 \$12
③	<input type="checkbox"/> STAKE SIGNS - General promotion of shops and services		
	<input type="checkbox"/> Co-op Feature • Front: saying in relation to your business • Back: logo, write up, and contact info	Unlimited	\$19 \$25
③	<input type="checkbox"/> BAGS - Include logo + address on bag (1 colour only)	12 spaces	\$25 \$55
③	<input type="checkbox"/> NEWSLETTER - Box ad \$10 or advertorial paragraph + pict \$20	1-2 spots	\$10+ N/A
④	<input type="checkbox"/> CHEMAINUS CARD - Discount/passport card	Multiple	FREE
⑤	<input type="checkbox"/> CALENDAR - Sponsor month (banner at bottom)	12 sponsors	\$25 \$55
⑤	<input type="checkbox"/> BASKET BIDS - Information will be circulated via an insert	Unlimited	FREE
⑤	<input type="checkbox"/> SIDEWALK SALE - On a selected day, display sale items	Unlimited	FREE

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

AUTHORIZED BY	DATE
_____	_____
<input type="checkbox"/> Invoice Issued	<input type="checkbox"/> PMT Received
<input type="checkbox"/> Accounting	

WHICH FOCUS DO YOU FALL UNDER?



SHOP
YOUR TOWN
FOCUS: SALES + VISABILITY



EXPERTS
IN YOUR TOWN
FOCUS: KNOWLEDGE + CONTACT



LOVE
YOUR TOWN
FOCUS: TOWN PRIDE

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