



CHEMAINUS BUSINESS
IMPROVEMENT ASSOCIATION



GREAT PRICES, UNIQUE GIFTS

MOONLIGHT MADNESS

FRIDAY, DEC 1, 2017 | 4:30 - 7:00 PM

ONE NIGHT ONLY SALES, SPECIAL, AND ACTIVITIES EVENT

MOONLIGHT MADNESS

DATE & TIME

Friday, December 1 from 4:30 PM - 7:00 PM

OBJECTIVE

Continue opportunities to drive holiday business into the retail and service core.

VISION

Building on years past, Midnight Madness will be a shopping event with lots of activities to keep people in town for dinner, to use services, and to explore stores, galleries etc. This would also allow awareness generation as well and build town pride.

DIFFERENTIATION

It is not an entertainment event like Little Town Christmas, however there will be some small, children based events/ambiance planned. Our mandate is to drive sales into the businesses.

TARGET MARKET FOCUS

On-Island Locals 55% | Residents 45%

EVENT SPECIFICS

We would like to continue with or add too from last year:

- Spot Prizing - One person adhering to a schedule and random selection
- Professional Santa Photos - free
- Carolers/Choir/Music throughout the streets - ambiance
- Horse Trolley (clear roads dependent) - movement in town
- Burn Barrel/bonfire - ambiance
- Candy Cane Lane Decor - ambiance
- Elf on the shelf - spot the elf in locations to be entered to win a kids item
- Kids Colouring - take home reminder
- Arts and crafts - to entertain children
- Bake Sale - raise funds local school
- Hot Chocolate - ambiance
- And More

MARKETING TACTICS

1. Existing Website

- Change background image on site
- Change slider to direct to Christmas area
- Coordinate with the chamber & events postings
- SEO on specified pages and send bot

2. Print Advertising

- Cowichan Valley Citizen
- Nanaimo/Duncan/Ladysmith Newspapers
- Chemainus Valley Courier - Full page with list and map

3. Social Media

- Promote and share members businesses
- Facebook advertising pay per click sales
- #chemainusMoonlight, #chemainusEvents, etc.

4. Stake Signs

- Quick local visual promoting events
- Enhances sense of holidays

5. Email Newsblast

- Email specific Holiday blast

6. Posters

- Posters will be printed and placed/circulate through the town

MARKETING TACTICS CONT'D.

7. Map Handouts

- Printed for all attendees during event
- Showcase sales and events.

8. Banner(s)

- Awareness driven

9. PR

- Press Releases
- Story discussions and online promotion

MEMBER PARTICIPATION

We want to make this event an even bigger success than last year and hopefully continue to build a successful program that can drive business year over year during the holiday season. In order to achieve this, we need to ensure as much participation as possible. Aside from it being beneficial to your business and garnering sales, you can leverage this as an information session educating about your services/products.

WAYS YOU CAN PARTICIPATE:

1. Stay Open

This is the biggest thing you can do!

2. Offer a Sale/Discount

Draw people in to browse your location, and incentivise them to purchase.

3. Decorate

With a Candy Cane Lane theme, it showcases the town as a collective and allows for a fun consistent atmosphere.

4. Enticements

Some have discussed offering a small sip of wine while shopping or warm cookies etc. All are enticements to make people linger in your space. Make the event as special as you can in your own store, get creative.

5. Participate in Elf On the Shelf

To draw attendees who may not have otherwise come into your location and to enhance the fun feeling within the event.

6. Donate a Small Prize or Gift Card

This will be what we use for spot prizing & hourly draws and will have many announcements about what was won, plus there will be media discussing what was donated when.

7. Small Event or Something fun

If you want to add to the event or simply hold something in your store, we will be happy to promote it. Things that would work well would be a small event (wine sipping), a demonstration or workshop.

8. Volunteer

We can always use helpers to make this event happen and we would be happy just to have you in the sub-committee to help with planning.

9. Tell your customers & Spread the word

We have handouts and leaflets for you to give out. If you would like to have some made with your special, event or anything else you are doing specifically to moonlight madness we would be happy to design them and print them for you. We want Chemainus and the neighbouring towns to be excited about this event so please share on your social media channels and help spread the word.

10. Advertise In the Map

Map advertising is available (see attached for layout and pricing). Spaces fill quickly so if you are interested in a spot, please reserve as soon as possible. Contact 250-216-4239 or info@visitchemainus.ca



www.visitchemainus.ca

BUSINESS REGISTRATION FORM



PLEASE SUBMIT BY NOV. 10, 2017

ONE DAY SALES & EVENT

MOONLIGHT MADNESS

FRIDAY, DEC 1, 2017 | 4:30 - 7:00 PM

GENERAL INFORMATION

We want to make this event an even bigger success than last year and hopefully build a solid program that can drive business year over year during the holiday season. In order to achieve this, we need to ensure as much participation as possible. Aside from it being beneficial to your business, you can leverage this as an information session educating about your services/products.

HOW WILL YOUR INFORMATION BE USED?

Please fill out this form so that we can include you in our advertising, printed map, website and social media for FREE.

BUSINESS INFORMATION

Business name:

Business address:

Business contact/personnel:

Phone number: () -

Email address (for event details):

MEMBER PARTICIPATION

Please select all that apply of the following activities/items you would like to participate in:

☐ Staying Open During Event 4:30-7:00

☐ Offer a sale or discount. List pls.

☐ Timed in store prize draw. When/what?

☐ Decorate - candy cane lane theme

☐ Other enticements. List pls.

☐ Elf on the shelf (we provide everything)

☐ Donate a small prize or gift card. List pls.

☐ Small event or fun activity (in store)

☐ Map advertising available \$_____

contact info@visitchemainus.ca or 250-216-4239

Please email to info@visitchemainus.ca or place in a sealed envelope and return to the Visitors Centre attn: CBIA.

Any questions please feel free to call 250-216-4239.



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