

2018 Holiday Promotion

"McPherson....where Santa Shops!"

Putting together an extensive promotion such as this takes many hours of planning and marketing and we hope that you take advantage of our efforts and our ability to combine the various advertising markets with our non-profit status to make your money go even farther.

In 2017 we documented attendees from 105 cities in Kansas and 11 other states. We counted 7,570 entries, representing **\$378,500** spent in the 24 Candy Cane Cash participating stores. This does not take into account merchants who chose not to participate, shoppers who didn't turn in their registration slips, or dollars spent in other local businesses (hotels, restaurants, convenience stores etc).

It is our hope to provide a festive holiday experience for everyone shopping in our community, Ann Engel & Jennifer Burch



Event Details and Dates

- **Snowball Drop Kickoff:** Nov 1 (need donated prizes and gift cards \$10 or more)
- **Open House Weekend:** Nov 2nd-4th Friday-Sunday (stores set own hours)
- **Holiday Promotion:** Nov 23-Dec 24 Activities & Advertising spots
- **Girls Night Out:** Nov 29, 5-9 p.m.
- **Guys Night Out:** Dec 6, 5-9 p.m.
- **Cookies with Santa:** MUST CALL 241-7430 TO RESERVE, only 9 Santa appearances
Thursdays Dec 6th, 13th & 20th from 5:00-6:30pm
Saturdays Dec 8th, 15th & 22nd 9:30-11am and 2-3:30pm

McPherson Main Street & Chamber of Commerce

\$12,000* Community Advertising Package

** based on 25 participants and CVB grant: more participants, and we will increase the advertising budget.*

- TV commercials statewide on KWCH, KAKE & Eagle TV stations.
(TV Commercial Shoot date is November 5th & 6th with possibly 7th if needed)
- Radio spots on local station KNGL/KBBE & area stations.
- Print ads in local and area newspapers and publications, including special holiday inserts as budget allows.
- Flyers, posters, articles, representation at various holiday expos, Facebook, Instagram, website, twitter, community calendar, newsletters etc.
- All event/activities planned, marketed and implemented for your success.

Full Advertising Package \$300 per participant
NO TV Advertising Pkg. \$150 per participant

Deadline for signup October 19th @ 5pm

OVER

Sponsorship Opportunities and Activity Info

Snow Ball Drop – Thursday November 1st at 5:30pm, Santa will drop “snowballs”* from a man-lift (operated by Mower Medic) located on the Plaza, to kick off the holiday season. Snowballs will be numbered and will correspond to various prizes, including coupons, gift certificates and services donated by Main Street and Chamber members.

No participation fee. You decide what and how many you wish to donate.

Please deliver items to 306 N. Main by October 19th. We suggest keeping Gift cards at \$5 and \$10 to allow more people to win, but a few larger ones are a welcome addition as well.

(*We will have a separate snowball drop just for kids with candy and trinkets that are lightweight so they do not hurt anyone when dropped. Donations are appreciated, but we really need the adult prizes the most.)

Movies at McPherson Opera House– Your business name & logo will appear on the screen prior to the movies. Movies will be Saturday November 24th @3pm, Sunday December 9th @3pm, Saturday December 15th @3pm and Saturday December 22nd @3pm. Minimum sponsorship amount is \$50. Movies are FREE to the public and cost an average of \$650 for license and to rent the Opera House.

Cookies With Santa-

You Must CALL 241-7430 ASAP to reserve, dates go FAST!**

Cookies with Santa, only 9 appearances:

Thursdays Dec 6th, 13th, & 20th from 5:00-6:30pm

Saturdays Dec 8th, 15th and 22nd from 9:30-11am and 2-3:30pm

****** Anyone can host Santa, first come first serve. The charge will be \$50 to help cover Santa’s transportation cost. The host business will provide refreshments. (We will not be providing a photographer, but Walgreen’s will provide coupons for anyone who would like a free print from a photo they take of their child with Santa.)

Candy Cane Cash – Prize promotion based on customer purchases. Participant fee \$50, two winners, Grand prize \$1000 and 2nd \$500 in Candy Cane Cash to spend in participating stores. Runs November 1-December 31st. Promotion materials will be provided.

Girls Night Out– Provide refreshments, door prizes, special promotions for shoppers who are putting their wish list together. November 29, 2018 5-9 p.m.

Guys Night Out- Provide refreshments, door prizes, special promotions to encourage making those purchases from the wish lists or while creating their own wish list. December 6th, 2018 5-9 p.m.

Please fill out & send with your payment by Oct 19th to address below

Business Name: _____ Phone: _____

Address: _____

Email: _____



_____ **Full Advertising Package** includes TV commercials \$300 (see details pg.1)
_____ **No-TV Advertising Package** \$150 everything except TV

Will you be open late on Thursday evenings in December? ___Yes ___No

Will you be open on Sunday afternoons in December? ___Yes ___No

Will you be participating in Girls Night Out Nov. 28 (5-9pm) ___Yes ___No

Will you be participating in Guys Night Out Dec. 6 (5-9pm) ___Yes ___No

Will you be open Nov 2, 3, & 4 for Holiday Open House Weekend? ___Yes ___No

We will advertise Holiday Open House weekend in McPherson as these 3 days without specific hours. We encourage you to open all three days, Friday 9-5, Saturday 9-5 and Sunday 1-5, but we understand that Sunday is undecided for a few of you.

Additional Sponsorship Opportunities

_____ **Yes, I will host Cookies with Santa** must call 620-241-7430 to check availability and schedule FIRST. Cost is \$50 for Santa. I will also provide refreshments of my choice.

_____ **Yes, I want to participate in the Snowball Drop:** Please bring items to 306 N. Main by Oct. 19.
I will provide _____ # of Coupons, _____ # of Gift Cards/Certificates valued at \$_____,
and/or provide _____ # of prizes, description of prizes _____.
(We encourage gift cards to be \$10 and under so we can have more winners.)

_____ **Yes, I want to sponsor Free Movies** at the McPherson Opera House (minimum sponsorship is \$50. License fees & auditorium rental run on average \$650 for each movie.) \$ _____ sponsored.

_____ **Yes, I will participate in Candy Cane Cash** \$50 participation fee.

Make checks payable to McPherson Main Street (Credit cards accepted as well)

306 N Main, P.O. Box 383

620-241-7430 Main Street – Ann Engel

620-241-3303 Chamber of Commerce – Jennifer Burch

McPHERSON
MAIN STREET


CHAMBER OF COMMERCE
McPHERSON