



2021 Holiday Promotion

It's hard to believe there are less than 100 days until Christmas! We have high hopes for a great holiday season and are ready to move forward. Each year we offer the Holiday Promotion with options to choose from that benefit your business and your customers the most. Take a look at the dates and options below and then return the completed participation form to us by October 20. Thank you so much for your support! -Ann Engel & Debbie Hawkinson

"McPherson....where Santa Shops!"

Promotion dates - Build your own package - (details & fees on page 2)

- **Holiday Marketing Packages - Full or Partial:** Nov 27-Dec 24
- **Open House Weekend: Thursday, Nov 4th– Saturday, Nov. 6th** Business sets own hours.
- **Cookies with Santa in your business:** All Spots are Full as of 9/29/21
- **Candy Cane Cash:** Nov 1– Dec 31
- **Free Movies:** Locations, Dates and times TBD.
- **Snowball Drop :** Nov 4th at 5:30pm
- **Girls Night Out:** Nov 18th from 4-8pm Shopping and 8-9 Social with prizes.

McPherson Main Street & McPherson Chamber of Commerce 2021 Community Advertising Budget is \$15,000*

** Based on avg# of participants and CVB grant: the more participants, the more we can advertise. Advertising will be a combination of TV, Radio, Print and Social Media covering a targeted statewide area.*

"Build your own Promotion Package" Information and Fee Schedule

Holiday Marketing Full package: \$300 participation fee.

TV ads featuring Santa and your business on KAKE TV and KWCH stations area/statewide from Thanksgiving thru Christmas. **We will provide Santa** and KAKE TV will produce spots. Event only TV ads for Open House Weekend on KAKE & KWCH stations area/statewide Nov 1-6th. Inclusion of your business in marketing materials on social media, print and/or radio.

TV Shoot for full package stores will be Nov 8th & 9th, and must be prepaid to be scheduled.

Holiday Marketing Partial package: \$150 participation fee.

Event only TV ads for Open House Weekend on KAKE & KWCH stations area/statewide Nov 1-6th. Inclusion of your business in marketing materials on social media, print and/or radio.

Open House Weekend: No participation fee. Nov. 4-6th Stores set own hours. Decorate for holidays, provide refreshments & holiday kick-off incentives. **Must be part of one of the Holiday marketing packages above to be listed in Open House Weekend marketing materials on social media, print and/or radio.**

Cookies With Santa: \$50 participation fee. We provide Santa, you provide cookies, a chair for Santa and a location inside your business. **You Must CALL 241-7430 ASAP to reserve!****
Thursdays Dec 2nd, 9th, 16th & 23rd from 5:00-6:30pm
Saturdays Dec 11th and 18th from 9:30-11am and 2-3:30pm

Candy Cane Cash: \$50 Participant fee. This is a shopping rewards promotion with two winners. The Grand prize is \$1000 and 2nd \$500 in Candy Cane Cash to be spent only in the participating stores. Runs November 1-December 31st Promotion materials and supplies will be provided, and all participating locations advertised. ***2020 had #8,319 registrations from 103 different cities in Kansas and 27 participating stores.**

Free Movies shown at McPherson Opera House **Minimum sponsorship fee is \$50** Your business name & logo will appear on the screen prior to all movies. Movies and dates TBD. **Movies are FREE to the public and cost us an average of \$650 for the license and to rent the facility.**

Snow Ball Drop: No participation fee. Thursday November 4th at 5:30pm, Santa will toss out numbered "snowballs" inside the community building to kick off the holiday season. Numbers will correspond to prizes which will include coupons, gift certificates and services donated by Main Street and Chamber members. **The prizes will be your donations of merchandise, coupons, gift cards, & gift certificates valued at \$5 and above** and will be paired with the numbered snowballs. Be sure to have your store information on the prizes for advertising. Donate as many as you want. We will base the number of snowballs tossed on # of matching prizes. **Please deliver items to 306 N. Main by October 20th.** (*We will have a separate activity just for kids with candy and trinkets).

Girls Night Out- **No participation fee.** November 18th 4-8pm shopping, 9pm social/prizes. You provide door prizes, sales, special promotions for attendees who are putting their shopping and wish lists together. We will have some type of gathering place at the end of evening (after 8pm) and have refreshments and prizes. We can draw your winners for you, or we can have our own prizes to give out.

***Please note that we will follow any CDC, State and local McPherson County Health Department recommendations/mandates to ensure that we are doing everything possible to create a safe environment for the attendees. This may include regulating crowd size, social distancing, sanitation stations, wearing masks and in some instances even cancellation of that activity. If an event/activity that you have sponsored is completely cancelled for any reason, we will offer a refund of your sponsorship for that event/activity.**

Please fill out & send with your payment by Oct 20th to address below

Business Name: _____ Phone: _____

Address: _____

Email: _____



Build your own promotion package:

\$_____ Full marketing package \$300 **OR** Partial marketing package \$150

\$_____ Candy Cane Cash \$50

\$_____ Movie Sponsor **MINIMUM** sponsorship is \$50.

\$_____ **TOTAL PACKAGE AMOUNT TO BE REMITTED**

_____ **Yes**, I will provide _____ # of Coupons, _____ # of Gift Cards/Certificates and/or
_____ # of prizes for the Snowball Drop **All items must be \$5 value or more.**

_____ **Yes** I will be open for Holiday Open House Weekend Nov. 4-6th

_____ **Yes** I want to participate in Girl's Night Out on Nov. 18th. Details: _____

_____ **Yes** I will donate a prize for the end of evening social during Girl's Night Out.

Additional Information for marketing purposes:

Will you be open after 6pm on Thursday evenings in December? __Yes __No

Will you be open on Sunday afternoons in December? __Yes __No

Will you be doing anything special for Shop Small Saturday on November 28th? __Yes __No

Will you have special hours on Christmas Eve? __Yes __No Details _____

Will you be open on New Year's Day? __Yes __No Details _____

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 – Debbie Hawkinson

***This is being sent to all Chamber and Main Street members even if you have already signed up and/or pre-paid earlier in the year. Please fill out the information sheet so that we have up to date information. Indicate if you need an invoice for your records showing payment or amount due. If you wish to pay by credit card, I can send you an online option or you can give me the information directly. Ann Engel**

