

2020 Holiday Promotion

What a year this has been! With so many differing opinions regarding COVID-19 safety restrictions and recommendations, it sometimes seems that things change on a daily basis. After reaching out to our business members and the general public, and consistently staying abreast of current mandates and recommendations, we have decided to move forward with our holiday promotion. We realize that this will involve implementing safety measures and adjusting how some activities are structured and we are willing to put in the extra work to make them happen. Your support is crucial, even more so this year, as we anticipate that some of these changes will create added expense. Our plan is to promote the shopping season in the same manner as we have in the past with TV ads, social media, radio and print. We will approach each additional activity with added safety measures and adaptations based on the current COVID-19 status at that time. We feel strongly that we all need some sense of normalcy and that moving forward in a safe manner is imperative to the morale of the community and to the success of our local economy. 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 27th-Dec 24th
- **Open House Weekend:** Nov 6-8th Business sets own hours.
- **Cookies with Santa in your business:**
 - Thursdays Dec 3rd, 10th & 11th 5:00-6:30pm
 - Saturdays Dec 12th & 19th 9:30-11am and 2-3:30pm
- **Candy Cane Cash:** Nov 1- Dec 31st
- **Free Movies:** Locations, dates and times TBD.
- **Snowball Drop :** Nov 5th at 5:30pm
- **Girls Night Out:** Nov 19th from 4-9pm

McPherson Main Street & Chamber of Commerce

2020 Community Advertising Budget is \$15,000*

** based on avg# of participants and CVB grant: the more participants the more we spend. The 2019 budget was \$18,500.00
Advertising will be a combination of TV, Radio, Print and Social Media covering a targeted statewide area.*

Deadline for signup is Oct 20th @ 5pm

*TV Shoot for featured stores will be Nov 9th & 10th

*Santa will be provided and KAKE TV will produce.

Your payment reserves your spot and must be prepaid to be scheduled

"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.
- *Event only TV ads for Open House Weekend on KAKE & KWCH stations area/statewide Nov 1-7th.
- *Inclusion of your business in marketing materials on social media, print and/or radio.

Holiday Marketing Partial package: \$150 participation fee.

- *Event only TV ads for Open House Weekend on KAKE & KWCH stations area/statewide Nov 1-7th.
- *Inclusion of your business in marketing materials on social media, print and/or radio.

Open House Weekend: No participation fee. Nov 6-8th. 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, as dates go FAST!**

Thursdays Dec 3rd, 10th, & 17th from 5:00-6:30pm

Saturdays Dec 12th and 19th 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. *2019 had #8,319 registrations from 103 different cities in Kansas and 29 participating stores.

Free Movies shown at McPherson Opera House & Community Building: **Minimum sponsorship fee is \$50** Your business name & logo will appear on the screen prior to each movie. 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. If crowd limitations are still in place, we will try to offer multiple showings to accommodate more people, as well as utilize both locations.

Snow Ball Drop: No participation fee. Thursday, November 5th 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 19th 4-9p.m. Tentative, based on interest. Provide door prizes or special promotions for attendees who are putting their shopping and wish lists together.

***Please note that we will be following CDC, State and local McPherson County Health Department recommendations/mandates to ensure that we are doing everything we possibly can to create a safer 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 cancelled for any reason, we will offer a refund of your sponsorship for that item.**

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

\$_____ Cookies with Santa \$50 **must call 620-241-7430 to check availability FIRST.**

\$_____ 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.

_____ **Yes** I want to participate in Girl's Night Out.

Additional Information for marketing purposes:

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 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 McPherson Chamber and Main Street members even though some of you have already signed up and/or pre-paid earlier in the year. Please fill out the information sheet regardless, so that we know you are still wanting to participate with the restrictions. Indicate if you need an invoice for your records showing payment or amount due. For credit card payments, contact Main Street at 620-241-7430.



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