Waterdown Village
Where's WaBIA Proposal

What:

A social media campaign showcasing local products or services designed to fuel a 'Where's WaBIA hunt', driving foot traffic throughout the downtown core and rewarding participants with prizing from featured businesses.

Objective:

- Provide focused business exposure for 'pay-to-play' sponsors
- Promote Waterdown Village as a fun, vibrant and engaging community.
- Drive foot traffic throughout the downtown.
- Encourage visits throughout bridge construction.

Details:

- WaBIA (a large, stuffed character dressed in a branded T-shirt) is introduced to the community through a series of social media posts.
- WaBIA embarks on seasonal 4-week 'tours' of the district *(spring, summer, fall and winter).*
- During seasonal tours, WaBIA ' visits' four different local sponsor businesses and hangs out in each business for one week.
- The BIA asks 'Where's WaBIA?' depicting product and/or a partial scene from participating business in a teaser post.
- Participants look for WaBIA, visiting suspected businesses in town.
- When they find WaBIA, they receive a ballot to be submitted at that business. They will be entered in a draw to win a min. $100 gift card or item from that business.







Requirements for BIA Members to participate:

- A minimum $50 contribution.
- The BIA matches up to $50 for a min. $100 prize for that business (gift card or item with a $100 value).
- Business must ‘host’ WaBIA within their location for a scheduled one-week block.
- Business will distribute and collect ‘I found WaBIA’ ballots and stickers during their one-week contest period.

What participating businesses receive:

- BIA social media exposure for their business
    - 1 teaser post (partial product or display photo)
    - 2 social media posts in stories featuring clues
    - 1 reveal post (wide angle interior or exterior shot of the business) congratulating winner, with blurb and links to their business.
    - Post-contest mention on ‘Where’s WaBIA’ website page with reciprocal link.
- Walk-in traffic from customers searching for WaBIA. Interaction and engagement to handout ballots to enter the contest draw.
- $50 matching fund from the BIA plus potential for Incremental sales.

Criteria for Participating Businesses

- We require 8 participants for the pilot phase (May and August), and another 8 participating businesses to proceed with phase 2 (October and December)
- Must be willing to place WaBIA in their location
- Must be open to having ‘hunters’ come into their business location and be willing to distribute ballots (this program is not suitable for appointment-based businesses without a reception area or businesses that discourage walk-ins / kids.
- Participating businesses must refrain from posting from their location until the weekly winner and location has been revealed.
- **First come first serve**



2025 'Where's WaBIA' Contest Periods

Season	Dates	Business Blocks
PILOT PHASE SPRING	May 9 – Jun. 5	Fri. May 9 – Thurs., May 15 Fri., May 16 – Thurs., May 22 Fri., May 23 – Thurs., May 29 Fri., May 30 – Thurs., Jun. 5
SUMMER	Jul. 18 - Aug. 14	Fri. Jul. 18 – Thurs., Jul. 24 Fri. Jul. 25 – Thurs., Jul. 31 Fri. Aug. 1 – Thurs. Aug.7 Fri., Aug. 8 – Thurs., Aug. 14
PHASE 2 FALL	Sept. 26 – Oct. 23	Fri., Sept. 26 – Thurs., Oct. 2 Fri., Oct. 3 – Thurs., Oct. 9 Fri., Oct. 10 – Thurs., Oct. 16 Fri., Oct. 17 – Thurs., Oct. 23
WINTER	Nov. 26 to Dec. 23	Wed., Nov. 26 – Tues., Dec. 2 Wed., Dec. 3 – Tues., Dec. 9 Wed., Dec. 10 – Tues., Dec. 16 Wed., Dec. 17 – Tues., Dec. 23

**Fri to Thurs. facilitates re-locating WaBIA when majority of businesses are open*
***Wed. to Tues in December ensures the contest can wrap before Christmas closings*

Register to Participate

Email **susan@waterdownvillage.ca** to sign-up. Let us know if you are good for any contest block or if you have a preferred time you would like to participate.
Call **Susan at 289-260-1261** if you'd like to discuss further.