Treat & Pet Walk

Sat, Oct. 26, time tbd

Throughout Waterdown Village



2023 event was best attended BIA event ever!

- 2,000+ visitors & more than 50 costumed pets
- 70 participating businesses handing out treats
- 2 exciting treat zones - music, magic, games, more.
  See waterdownvillage.ca/gallery//treat-and-pet-walk/



WAYS TO PARTICIPATE IN 2024:

- **Hand out treats from your location**
- **Donate treats for goodie bags** given out at treat stations *(sponsors are listed on treat bags - this is a good option for businesses closed on Saturdays or that can't easily accommodate visitors & families)*
- **Run a kids' activity or volunteer at a treat station** *(Wear branded items to promote your business).*

BENEFITS OF PARTICIPATING:

- **Gain exposure** - introduce your business to potential new customers
- **Promotion** - your business will be listed in flyer sent to 7,500 Waterdown postal codes
- Easy way to **'give back'** & get in the Halloween spirit.



YOUR COSTS:

- Cost of treats
  (Food goodies or treats like stickers, pencils, etc)

TIPS:

- **How many treats to buy?** Watch the weather forecast - the good weather in 2023 meant some businesses had as many as 800 trick-or-treaters
- Use **high school volunteer(s)** to help hand out treats
- **Attach a business card** or coupon/flyer to your treats for 'push back' business post-event.

WORKSHEET

- ☐ Hand out treats $ _____
- ☐ Donate treats $ _____
- ☐ Run an activity
  - ☐ Materials $ _____
  - ☐ Labour $ _____

NOTES: _____

_____

TOTAL COST: $ _____

QUESTIONS? MORE INFO?

CONTACT

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- **Connect with families, potential new customers**