



2022 BIA EVENTS, PROMOTIONS & MARKETING OPPORTUNITIES



WATERDOWN
VILLAGE .CA

MEMBER INFORMATION

Dear BIA Member,

The last two years have been incredibly challenging for our business community. All of you have become experts in implementing public health protocols and adjusting your business operations to meet the ever-changing health regulations. While COVID-19 continues to be a defining characteristic of the business environment in which we operate, we hope to see the world shifting to a position where we can safely co-exist with the virus instead of being shut down by it.

Economic recovery is paramount to get businesses back on solid footing. The BIA Marketing Committee, Board of Management and staff are eager to support you by implementing promotional and marketing programs focused on driving foot traffic to Waterdown Village while continually reinforcing the 'Spend It Here' message.

The pandemic has made long-range planning difficult, but the Marketing Committee has developed a roster of initiatives for 2022 that can be modified to meet the needs of business members and the parameters of evolving health guidelines.

On the following pages, you'll find key details, associated costs and member benefits of proposed 2022 BIA programs. We know you have a lot on your plates navigating your individual business demands - our goal is to make it easy, cost-effective and convenient for you to participate in BIA community-building programs. We hope this year-at-a-glance booklet will help you integrate applicable BIA programs with your 2022 marketing plans. We encourage you to review this document and reach out with any questions you may have.

More information, including easy to complete registration forms (that can be added to throughout the year) will be uploaded to the Member Resources page of the new BIA website - waterdownvillage.ca.

Don't forget, the earlier you sign up for programs, the sooner we'll be able to move forward with execution and ensure ALL participating businesses are included in promotional materials including direct mailers, print ads and social media posts.

3 THINGS YOU CAN DO TO HELP US DRIVE FOOT TRAFFIC & BUILD COMMUNITY:

1. Open and read BIA emails to ensure you have the most current information on BIA activities (please check your spam/junk folders and ensure to whitelist us).
2. Provide feedback (answer surveys, email your comments) to help us properly measure the success of programs and plan for future initiatives.
3. Follow us and keep sharing information through your social media sites to help us build awareness and audience.

ADDITIONAL KEY 2022 DATES

WED., SEPT. 21	BIA Member Budget meeting, 6 PM
TUES., NOV. 15	BIA Annual General Meeting, 7PM
SAT., NOV. 26	Flamborough Santa Claus Parade (tbc)

2022 BIA Marketing Committee Members

CHAIR

Amanda Groves, Groves Law

MEMBERS

Andrew May, Tea at the White House

Cat McCrimmon, Rustic Daisy's

Martin Olszewski, M+M Photography

Anastasia Yarrow, The Fix

BIA STAFF

Adam Neumann

Susan Pennie

CONTACT US

Waterdown Business Improvement Area

PO Box 954, 20 Main St. N., Waterdown, ON L0R 2H0

Phone: (289) 260-1261 Email: info@waterdownvillage.ca



2022 Waterdown Village Marketing & Events Calendar

2022 - First Half

Jan. Feb. Mar. Apr. May Jun.

STAYCATION PROMO, Mar. 12 - 19

Direct Mailer, Mar. 2
FR, 1/2 pg., Mar. 10
Social Media, Mar. 1 - 18

FR, 1/2 pg., Mar. 18c
Social Media, Mar. - Apr.

NEW BIA WEBSITE LAUNCH, Mar. 18c

BUNNY EGG HUNT, Apr. 9 - 18

Direct Mailer, Apr. 7
FR, 1/2 pg., Apr. 7
Social Media, Apr. 4 - 20

LOOK LOCAL WATERDOWN ISSUE, Apr. 13 - May 12

Social Media Overlay

Feb. 14 - Valentine's
Feb. 21 - Family Day
Mar. 8 - Intl. Women's Day
Mar. 17 - St. Patrick's
Apr. 2 - May 2 - Ramadan
Apr. 17 - Easter
Apr. 22 - Earth Day
May 8 - Mother's Day
May 23 - Victoria's Day
Jun. - Queen's Jubilee
Jun. 19 - Father's Day
Jun. 21 - National Indigenous Peoples Day

Direct Mailer, May 4
Social Media, Apr. 15 - May 8

HOPSCOTCH SATURDAY, Jun. 18

Social Media, Jun. 8 - 18

FARMERS' MARKET, May 28 - Oct. 15

FR, 1/2 pg., May 26
Social Media, May - Oct.



2022 Waterdown Village Marketing & Events Calendar

2022 - Second Half

Jul. Aug. Sept. Oct. Nov. Dec.

FARMERS' MARKET, May 28 - Oct. 15

FR, 1/2 pg., mid season
Social Media, May - Oct.

OH CANADA RIBFEST, Jul. 1 - 3
Social Media, Jun. 24 - Jul. 3

SCARECROW WALK, Oct. 8 - 31

Direct Mailer, Oct. 12
FR, full pg. - Oct. 6
Social Media, Oct. 6 - Nov. 4

TREAT & PET WALK, Oct. 29

Direct Mailer, Oct. 12*
FR, 1/2 pg., Oct. 27
Social Media, Oct. 21 - 29

HAMILTON DAY, early Nov.

FR, 1/2 pg.,
Social Media, Oct. 21 - 29

FLAMBOROUGH SANTA CLAUS PARADE, Nov. 26

HOLIDAY or TREE LIGHTING EVENTS

Direct Mailer, Nov. 29 tbc
FR, full pg., tbc
Social Media, Nov. 10 - Dec. 25

Social Media Overlay

Jul 1 - Canada Day
Jul 9 - 15 - EID
Aug 1 - Civic Holiday
Sept 5 - Labour Day
Sept 25 - 27 - Rosh Hashanah
Oct 4 - Yom Kippur
Oct 10 - Thanksgiving
Oct 24 - Diwali
Nov 8 - Remembrance Day
Dec 18 - 20 - Hanukkah
Dec 25 - Christmas
Dec 26 Boxing Day
Dec 31 - New Year's Eve



WATERDOWN VILLAGE STAYCATION BOARDING PASS

Mar. 12 - 19

Objective

- Drive foot traffic to Waterdown Village business area
- Provide fun, safe in-person activities for families not travelling for March Break
- Drive visits across business sectors

Event Day Details

- Special safe, fun outdoor activities at 4 – 6 participating businesses
- Activities to be vacation/staycation themed such as ‘dress a snowman/mannequin relay, airplane making/flying contest, limbo music station, Indy 500 tricycle or Big Wheel race, etc.
- Visitors to receive giveaways (hot chocolate, smores cookies, etc.) while supplies last

Photo Ops

- BIA photo booth with a vacation-themed banner in core
- BIA businesses could set up their own vacation-themed selfie backdrops – ‘Travel the World without Waterdown’ to encourage stops at your business

Loyalty Boarding Pass

- Event to kick-off a one-week ‘loyalty’ passport program with ‘Staycation-themed’ prizing encouraging people to visit / purchase from multiple business categories
- Boarding pass will include some travel-themed ‘stamps’ for families to look for in business windows throughout district

Member Benefits

- Brings foot traffic to the area
- Prizing incentivizes visits/purchases from multiple businesses/categories
- Mention in direct mail flyer for businesses hosting an activity or giving away treats
- Opportunity to feature a ‘Staycation’ special in BIA social media and/or website ‘Local Travel Guide’

Ways for Members to Participate and Associated Costs

Choose one or more ways you would like to be involved:

- Host a ‘Staycation’ activity – need 6 participating businesses
MEMBER COST – BIA to cover \$150 of costs - you members responsible for any additional costs to host your activity
- Donate a ‘vacation/staycation’-themed prize, retail value up to \$100 – looking for up to 10 businesses
MEMBER COST - BIA to pay 50% of retail value of the prize up to max. \$50
- Donate or serve ‘Staycation’ treats or giveaways for participating families
MEMBER COST- the BIA will pay 50% of the cost of the treats up to a maximum (dependent on # of participating businesses and quantity of treats donated)
- Set-up a selfie-station photo op
MEMBER COST – incidentals for your selfie back-drop (posters, props if needed)

SCAVENGER EGG HUNT

Apr. 9 - 18

Objective

- Drive foot traffic to Waterdown Village business area
- Provide fun, safe way for families to discover and learn about local businesses
- Hybrid in-person & website program to drive visits to new BIA website

Event Details

- Clues posted in a dozen random business windows for the duration of the hunt (representing a cross-section of business categories and different geographic areas of the BIA district).
- Families encouraged to find the clues and enter a ballot to win a gift basket
- Participants also able to collect a small chocolate treat at a few select participating businesses (when open and while supplies last)

Member Benefits

- Foot traffic to district
- Window shopping as hunters look for clues
- Business name and gift basket item mentioned in flyer for participating businesses

Ways for Members to Participate and Associated Costs

- Donate a family-oriented item (up to \$100 retail value) to include in gift basket prize
- MEMBER COST – the BIA will pay 50% up to \$50 for donated items from participating businesses. Need items from 5 businesses.



WATERDOWN FARMERS' MARKET

Saturday mornings, May 28 - Oct. 15

Objective

- Sustain weekly community event that draws 800 – 1,000 visitors to the Waterdown Village district on Saturday mornings in season
- Create awareness-building opportunities for BIA businesses with captive audience

Event Details

- Farmers' Market with 25 – 35 farm vendors and small batch producers
- Includes community tent for local non-profit organizations plus sponsorship tent for BIA members to promote their business
- Engaging activities – buskers, children's programming, educational sessions, and more as allowed re: public health guidelines

Member Benefits

- Drives foot traffic to the area
- Raise visibility and awareness for your business, engage with Market attendees

Ways for Members to Participate and Associated Costs

Sign up to participate in one or more of several different ways:

- Book the sponsor tent (one spot/business/season on first come first serve basis)

MEMBER COST – Free

- Become a Market sponsor or sponsor an activity

MEMBER COST – various sponsorship levels available. See Farmers' Market Sponsorship package for details.



HOPSCOTCH SATURDAY

Sat., Jun. 18

Objective

- Drive foot traffic to Waterdown Village business area
- Provide fun, safe way for families to discover and learn about local businesses

Event Details

- Businesses to create interactive sidewalk art (hopscotch or branded game, Fathers' Day message, tribute for National Indigenous Peoples Day, etc.)
- BIA will promote and encourage people to Walk & Hop Waterdown with a chance to collect or win simple treats (balloons, candies, skipping ropes, etc. – while supplies last) at a few designated areas across the district.
- Music, buskers or dancers at a few locations
- PR outreach to seek local CHCH coverage

Member Benefits

- Foot traffic to district
- Inexpensive way to encourage fun, interactive activity and draw attention to your business

Ways for Members to Participate and Associated Costs

- Commit to creating a simple sidewalk installation
MEMBER COST – just your time to draw your hopscotch grid – we'll supply the chalk!



SCARECROW WALK

Oct. 8 - 31

Objective

- Generate community engagement and drive foot traffic to the district
- Provide fun, safe way for families to discover local businesses
- Drive social media engagement & visits to business directory on the BIA website

Event Details

- Businesses decorate and display a scarecrow for the duration of the Walk (must be displayed outside or in a window/entryway visible even when business is closed).
- Decorations can reflect the nature of the business, a theme or be seasonal
- Scavenger hunt clues will be posted on a dozen scarecrows spread throughout the district with shopping spree prizes for consumers
- Two prizes for top businesses (as selected by the People)
- Momentum for this program is growing – more than 110 scarecrows in 2021!

Photo Ops

- Opportunities for visitors to take pics with your scarecrow
- BIA photo booth set-up for visitor pics

Member Benefits

- Listing in brochure mailed to Waterdown postal codes for participating businesses
- A fun way to build goodwill and draw attention to your scarecrow/business
- Content for your social media

Ways for Members to Participate and Associated Costs

- Sign up & decorate a scarecrow
MEMBER COST – Just the items to decorate your scarecrow – we provide the frame!



TREAT & PET WALK

Sat., Oct. 29

Objective

- Generate community engagement and drive foot traffic to the district
- Provide fun, safe way for families to discover local businesses
- Drive social media engagement & visits to the BIA website

Event Details

- Visitors bring their dressed-up kids and pets to walk the BIA district and collect treats from participating businesses or at designated treat stations
- Kids' entertainers and activities set-up at a few designated locations

Photo Ops!

Member Benefits

- Listing in brochure mailed to Waterdown postal codes for participating businesses
- A fun way to build goodwill and attract people to your business

Ways for Members to Participate and Associated Costs

Sign up to participate in one of two ways:

1. Hand out treats from your business location
2. Donate treat items to be included in treat bags given out at two designated treat stations (your business will be listed as sponsor)

MEMBER COST – Cost of treats (we would suggest a minimum of 200 – attendance can fluctuate depending on weather)



HAMILTON DAY

Early Nov., tbc

Objective

- Support 'Shop Local' focus and economic recovery
- Kick-start holiday spending across multiple categories
- Reward local shoppers
- Strengthen partnerships with local organizations and other BIAs
- Added awareness from City-wide media campaign

Event Details

- Distribute Hamilton Day bucks to Waterdown Village businesses – to be given as a reward for local purchases for the 10 days leading up to Hamilton Day
- Consumers collect bucks and redeem every three bucks for a contest ballot
- Gift basket prizing to include items from local businesses
- Hamilton Day one-day celebration to include live entertainment, social media blitz, and shop late event or special offers as determined by participating businesses

Member Benefits

- Exposure from City-wide media campaign
- Momentum from street activations

Ways for Members to Participate and Associated Costs

Pick the one(s) that is (are) right for you:

- Hand out Hamilton Day bucks to people who spend in your location
 - Hand out ballots to those redeeming 3 Hamilton Day bucks
 - Contribute items for the gift baskets (Retail value up to \$100)
 - Commit to extended Shop Late Hours (until 7 PM?)
 - Host a Hamilton Day offer – a discount, save the tax or other special offer/activity
- MEMBER COST – the BIA will pay 50% up to \$50 for donated items from participating members. Seeking items from 20 businesses.



HOLIDAY EVENTS

Mid-Nov. to early Dec., tbd

Objective

- Create awareness and goodwill for BIA businesses
- Drive foot traffic to BIA district and/or push visits to businesses post event
- Promote local spending for the holidays

Event Details

- Tbd pending public health guidelines and further discussion with marketing committee
- Could be a more traditional tree lighting event (location tbc) or several smaller holiday events within BIA footprint – one day or spread out over a few weekends

Member Benefits

- To be confirmed

Ways for Members to Participate and Associated Costs

- To be determined

Watch for details to come!



Member Worksheet

BIA Initiative	Approx. Cost	Yes	No	Maybe
Staycation / Boarding Pass				
Host a 'Staycation activity'	• Any costs over BIA's \$150	●	●	●
Donate a themed prize	• Up to \$50 (BIA matches)	●	●	●
Donate/serve treats	• BIA pays 50%	●	●	●
Set-up a selfie station	• Incidentals for backdrop	●	●	●
Bunny Egg Hunt				
Donate a gift basket prize	• Up to \$50 (BIA matches)	●	●	●
Waterdown Farmers' Market				
Book sponsor tent (1st come)	• FREE to BIA members	●	●	●
*Title sponsor	• \$5,000	●	●	●
*Kids' Program sponsor	• \$2,500	●	●	●
*Growing season sponsor	• \$700	●	●	●
*See FM Sponsor Package for details				
Hopscotch Saturday				
Create some sidewalk art	• BIA supplies the chalk	●	●	●
Scarecrow Walk				
Decorate a scarecrow	• BIA supplies the frame	●	●	●
Treat & Pet Walk				
Handout treats from your place	• Cost of treats (Qty - 200+)	●	●	●
Donate treats for treat stations	• Cost of treats (Qty - 200+)	●	●	●
Hamilton Day				
Hand out loyalty bucks & ballots	• No cost	●	●	●
Donate items to the gift baskets	• Up to \$50 (BIA matches)	●	●	●
Stay open for Shop Late (7 PM?)	• Additional labour costs	●	●	●
Special offer (save the tax, etc.)	• Variable	●	●	●
Holiday Programming				
Details to follow	• tbc	●	●	●
Look Local Waterdown Insert				
Local distribution + 5,000 mailer	<i>Special rates, subsidized</i>			
1/4 pg (one time)	• \$220	●	●	●
1/2 pg (one time)	• \$350	●	●	●
full pg (one time)	• \$750	●	●	●

Member Worksheet

My Cost	Timing	Notes
	Mar. 12 - 19	
	Apr. 9 - 18	
	May 28 - Oct. 15	
	Jun. 18	
	Oct. 8 - 31	
	Oct. 29	
	early Nov.	
	mid Nov. - early Dec. tbc	
	deadline: Mar. 25 on stands: Apr. 13 - May 12	



LOOK LOCAL - SPECIAL 'EXPERIENCE WATERDOWN VILLAGE' INSERT

A great way for our business community to tell our story and promote the Waterdown Village experience through words, images & great ads

- What:**
- 16 - 20 page exclusive Waterdown Village insert in spring issue of Look Local
 - o 6 pages of 'Experience Waterdown Village' editorial
 - o 2-page 'Shop Waterdown Village for Mother's Day' gift buying guide with limited spaces available for businesses to promote a gift (first come basis)
 - o 2 full pages paid advertising promoting 'Experience Waterdown Village' (Waterdown Village BIA)
 - o Special discounted one-time rates for advertisers, including an additional \$50 discount subsidized by the Waterdown BIA for the 1st 20 advertisers

When: Mother's Day Issue

On Stands: April 13 – May 12 (distributed in Oakville, Burlington & Waterdown)

Ad Deadline: March 25, 2022

Added Value: Direct mail to Waterdown postal codes
The Waterdown BIA will print an extra 5,000 copies to distribute by mail and at participating businesses
 Plus weblink ad on Look Local website to the feature
 Plus Look Local Facebook and Instagram posts promoting the feature

Special Rates: Approx. 40% discount on advertising rates

PAGE SIZE	USUAL 1-TIME RATE	SPECIAL INSERT RATE	WITH BIA SUBSIDY (1st 20 advertisers)
Full Page (5.375 x 8.25" – add 0.125" for bleed, 4.875 x 7.75" safe image)	\$ 1,265	\$ 800	\$ 750
½ Page (4.875 x 3.8125" horizontal, 2.375 x 7.75" vertical)	\$ 655	\$ 400	\$ 350
¼ Page (2.375 x 3.8125")	\$ 365	\$270	\$ 220

Support: Look Local's creative team will help put your ad together if required – NO CHARGE

Contact: Beth Walder, Look Local Magazine, (905) 973-0909, beth@looklocalmagazine.com
looklocalmagazine.com looklocal.ca

2022 **SPONSORSHIP
OPPORTUNITIES**

WATERDOWN
VILLAGE.CA

FARMERS' market



Where community and fresh food connect!

Saturday mornings from the end of May 'til mid October
at the Royal Canadian Legion Waterdown Branch

Nearly 20,000 customers visit the market each season.

Join us! Learn how you can connect with an engaged, community-focused audience and grow awareness for your business all while supporting the sustainability of our local agricultural sector.

waterdownfarmersmarket.ca

@waterdownfarmersmarket

WATERDOWN
VILLAGE.CA
FARMERS'
market

MARKET INFO

- 9th Season!
- Averages 900 market visitors each week
- 21 Saturdays - May 28 - Oct. 15
- 20 - 35 Vendors each week



- Fresh, locally grown produce, farm meats, baked goods, wine, artisan items & more
- Organic, sustainable, locally sourced, and environmentally conscious wherever possible

- More than 5,000 followers across social media channels
- More than 5,000 website visitors per month on average during the Market Season
- More than 250 subscribers to weekly Farmers' Market e-newsletter

waterdownfarmersmarket.ca

@waterdownfarmersmarket

WATERDOWN
FARMERS' MARKET
FARMERS'
market

PRESENTING SPONSOR
\$5,000

Full Season Title Sponsorship, including brand recognition on multiple platforms:

On-Site Signage

- Prime Position for Company Name or Logo on:
 - Market Tent Banner
 - Entrance Banner
 - Entry Sign / Vendor Listing

Print Advertising

- Company Name or Logo in:
 - Opening Day print ad

Farmers' Market Community E-newsletter

- Name, logo, and mention on weekly e-news



Social Media

- Company Name or Logo on a minimum 15 Farmers' market social media posts throughout the Market season

'Presented by' Business Logo on front of Farmers' Market Crew uniform (plus 4 T-shirts for your team!)

Website

- Company logo on Farmers' Market website plus reciprocal website linkage for one year

One day in Market Sponsor Tent

Recognition During Opening Ceremonies

waterdownfarmersmarket.ca @waterdownfarmersmarket

WATERDOWN
VILLAGE, CA
FARMERS'
market

KIDS' SHOP SPONSOR
\$2,500

A Unique Opportunity to Connect Children to the Farmers' Market Experience

Help Kids:

- Learn about the agricultural community
- Experience and enjoy the value of fresh, local food
- Learn to make healthy food choices on a budget
- Engage with the people who grow and make their food



As program sponsor, you will host a Kids' Shop Market Day on one Saturday of each themed growing season (5 Saturdays in total)

- The first 40 children (12 and under) will receive 5 Market tokens to spend at Market
- Each token will be worth one dollar, and children will have the freedom to spend tokens at any vendor they choose
- Along with tokens, kids' handout sheets will include recipes, at-home growing tips, fun activities and growing season info.

Sponsor Benefits

- Business logo printed on tokens
- Business logo or name on Kids' Shop Market Day signage in Market tent
- Branding on kids' handout sheets
- 10 social media posts (2 per growing season)
- 5 e-newsletter mentions
- Company branding on Kids' Shop Market Days page on the Farmers' Market website plus reciprocal website linkage for one year
- One day in Market sponsor tent
- Opportunity to have branded brochures in Market tent on Kids' Shop days
- Recognition during opening ceremonies

WATERDOWN
VILLAGE.CA
FARMERS'
market

**GROWING SEASON
SPONSOR \$700**

Sponsor a 4 week Growing Season:



On-Site Signage

- Second tier position for Company Name or Logo on:
 - Market tent banner for entire season
 - Entry A-frame sign listing for the growing season (4-5 Saturdays)

Farmers' Market Community E-newsletter

- Mention in one editorial story introducing the growing season

Social Media

- One post with Company Name or Logo to kick off growing season

Website

- Second tier positioning of Company Logo or Business Name on Farmers' Market website plus reciprocal website linkage for one year

Business logo on back of Farmers' Market crew uniform for sponsored 4-week growing season (plus 4 T-shirts for your team!)

Recognition During Opening Ceremonies

Growing Season Dates



Seeds of the Future
May 28, Jun. 4, 11 & 18



Sweet Beginnings
Jun. 25, Jul. 2, 9 & 16



Spice It Up
Jul. 23, 30, Aug. 6 & 13



Let's Get Saucy
Aug. 20, 27, Sept. 3, 10



Fall Harvest
Sept. 17, 24, Oct. 1 & 8

WATERDOWN
VILLAGE
FARMERS'
market

SPONSORSHIP TENT
\$300/DAY

Connect with the Farmers' Market community in-person at the sponsorship tent

Benefits:

- One mention in weekly e-newsletter
- One social media post
- 10x10 sponsorship tent set-up for one Saturday. (Bring your own branded tent or we can provide the tent and one 8 ft. table)
- Opportunity to connect with approx. 900 people / Market day
- Enhance your tent space with your own signage and branding to create a strong visual presence.



GET INVOLVED

Contact us at farmersmarket@waterdownvillage.ca to learn more about ways to get involved and support our local Farmers' Market. Volunteers are always welcome.

Call with questions at 289-260-6841.

Sponsorship opportunities are limited - Sign-up early to ensure your sponsorship spot.

waterdownfarmersmarket.ca @waterdownfarmersmarket



Plan Ahead Register Early

Thank you for considering and participating in BIA programs.
For more information and to sign up, please visit:
waterdownvillage.ca/memberresources