



**Sunday December 4<sup>th</sup>, 2016**

## **2016 Annual Winnetka-Northfield “Red Invitation” Holiday Sale Shop small, forget the mall!**

For thirty seven years, the “Red Invitation” Holiday Sunday Sale has been a successful Winnetka event, now also a Northfield event, envied by our neighboring village merchants. The purpose of the Red Invitation is to showcase and promote our local boutiques for the holiday season. The highly anticipated tradition is held the second Sunday after Thanksgiving, this year December 4, 2016.

The invitation itself is a 5½” x 8½” tri-folded piece printed on RED slick paper. The sophisticated design includes a listing of participating merchants, their holiday offerings and their location on a map. (See attached pdf) Red Invitation is a targeted, multi-faceted promotion of our communities, specifically the participating merchants. Shop Local + Save.

### **Distribution methods for 2016:**

- The Red Invitation will be delivered via USPS to 26,000 residents in 60093 (Winnetka/ Northfield), 60022 (Glencoe), 60035 (Ravinia district), 60043 (Kenilworth), and a majority of 60091 (Wilmette)
- The Red Invitation will be advertised in Make It Better, NS Modern Luxury, NS Weekend and other area news publications and online social media outlets.
- Each participant will receive a Red Invitation window poster indicating participation in the sale.
- A pdf format of the Red Invitation will be provided to all participants for email distribution.
- The Chamber will promote the Red Invitation in e-blasts, newsletters and an aggressive targeted Facebook campaign.
- Community restaurants will provide the Red Invitation at their tables.
- Posters and Kiosks will promote the Red Invitation Sale.
- Press release stories will be sent to all media contacts promoting the Red Invitation Sale.

**The cost is \$285 for chamber members or \$400 for non-members.** You have the option to receive **additional invitations for your own mailing**. To have your business included in the Holiday Sale listing, complete the bottom portion of this sheet. **PLEASE SIGN UP by 10/21/16 and encourage your business neighbors to do so too!!!**

**Targeted USPS delivery of the “Red Invitation” is (November 22)**

**Business Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Business Hours for Sunday 12/4/2016 Open from** \_\_\_\_\_ **to** \_\_\_\_\_

**Promotional copy, i.e. SALE product and discount offer (does not have to be a sale) is limited to no more than 2 lines.**

**Each line of copy is LIMITED to 30 characters (this includes letters and spaces). Longer copy will be edited. See example of last year’s Red Invitation.**

**1<sup>st</sup> line** \_\_\_\_\_

**2<sup>nd</sup> line** \_\_\_\_\_

**Indicate: # of Additional Invitations requested for your use:** \_\_\_\_\_.

**Return this form by 10/21/16 (sooner is appreciated) with a check, payable to Winnetka-Northfield Chamber of Commerce, OR credit card (Visa/MasterCard) for \$275. Payment due upon commitment.**

**Credit Card Number:** \_\_\_\_ -- \_\_\_\_ -- \_\_\_\_ -- \_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_ **V-code** \_\_\_\_

If you have any questions, please call the Chamber office (847) 446-4451; Fax (847) 446-4452  
841 Spruce Street, Winnetka, IL 60093 [membership@winnetkanorthfieldchamber.com](mailto:membership@winnetkanorthfieldchamber.com)

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_