

CBIA: HELLO HOLIDAYS CAMPAIGN

PROMOTING LOCAL BUSINESS THROUGHOUT THE HOLIDAYS | NOVEMBER 16 - DEC 18, 2024



PROMOTING YOUR BUSINESS

A campaign to entice local Holiday shopping.

Our multi-level marketing approach will leverage local advertising—across newspapers, social media, and other platforms—a passport draw, and a popular community event to amplify our reach. You're welcome to participate as much or as little as you'd like!

MESSAGE: Every purchase not only brings rewards but strengthens our local businesses, supporting the vibrancy and well-being of the entire community.

GOAL: This campaign aims to boost awareness, drive sales, and position Chemainus as a prime holiday shopping destination. We're providing businesses with multiple ways to spotlight their unique products and services.

MARKET: Residents of Chemainus: 80% + Surrounding Areas (15 minute drive): 20%



 PASSPORT DRAW INCENTIVE

 SIP AND SHOP AN EVENING EVENT SHOPPING EVENT

 ADVENT CALENDAR BUSINESS HIGHLIGHT

PARTICIPATE SIP & SHOP

- 1 STAY OPEN LATE**
- 2 OFFER A SALE/DISCOUNT/PRIZE**
 - Draw people in and incentivise
- 3 DECORATE YOUR STORE** **WHAT TO DO**
 - General Holiday theme
- 4 ENTICEMENTS**
 - Encourage people to come, offer an extra incentive
- 5 DONATE A PRIZE OR GIFT CARD**
 - Used for promotions running
- 6 SMALL EVENT OR SOMETHING FUN**
 - You host it, we promote it
- 7 GET SOCIAL**
 - Tease out what you will be offering and get people excited
- 8 ADVERTISE IN THE PAPER**
 - Details on the co-op will be provided by the Courier



HOLIDAY PASSPORT INCENTIVE *FREE*

PASSPORT

Passport initiative identical to last year Nov 18 - Dec 21:

- Customers spend \$10 or more per transaction they receive a stamp
- 5 stamps enter to WIN a \$250 gift card for Chemainus BIA businesses
- Card is a folded over business card size and includes your business name
- If you donate, we will have those as second and third prizes we advertise



SIP AND SHOP EVENT *FREE*

EVENT PURPOSE EXTRAS

SAT, NOV 18, 3PM - 7:30PM

Shopping focused event to entice trying libations, shopping, and socializing. Promote your business for this event, tell your customers in advance, come up with good specials or extras. Shout it out from the rooftop and get them to come to you on the day of which benefits everyone.



ADVENT CALENDAR *FREE*

HIGHLIGHT

Showcase your store in a daily December calendar promoted by the CBIA

This will be displayed online, through a wrap, and in the paper weekly.

- Select a date, your incentive for that day, and we will do the rest!



CAROL & WIN *FREE*

VISIBILITY

Play and Enter to WIN WEEKLY! Match the carols to the lyrics on business windows every Friday to join the fun!

CONTACT US

We want to hear from you, that's why we're here!

Krystal Adams - Executive Director
direct. 250 216 4239 | email. krystal@chemainusbia.com



chemainusbia.com

CBIA: HELLO HOLIDAYS SIGN UP

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PROMOTING YOUR BUSINESS

GENERAL INFORMATION

A campaign to entice residents and island locals to shop locally, attend a community event to explore the town, and see value in local goods offered for the Holidays and year round.



DUE DATE

Registration: November 8, 2024

BUSINESS INFORMATION

Business name: _____

Business address: _____

Phone number: () - _____

Business Email address: _____

PASSPORT DRAW
INCENTIVE

SIP & SHOP - AN EVENING EVENT
SHOPPING EVENT

ADVENT CALENDAR
BUSINESS HIGHLIGHT

CAROL & WIN
VISIBILITY

OTHER COMMENTS



PARTICIPATE

AVAIL. MEMBER | NON



- HOLIDAY PASSPORT:** NOV 16 - DEC 18 -One stamp per \$10+ spent per purchase *FREE*
 - Listing in Passport (If sign-up is before booking close: October 28) *FREE*
 - Name listing in newspaper (If sign-up is before booking close: October 28) *FREE*
 - Window Sign saying "Participating" and what your special is to draw people in *FREE*



- SIP & SHOP - AN EVENING EVENT:** SAT, NOV 16
 - Be open during event Sat November 16, 3PM - 7:30PM *FREE*
 - Sale or discount during event, list pls: _____ *FREE*
 - _____
 - _____
 - Timed in-store prize or draw, list pls: _____ *FREE*
 - _____
 - Other enticements or info we should know: _____ *FREE*
 - _____
 - _____
 - Prize donation, list pls: _____ Thank you!
_____ Retail value: _____

 - Will you be decorating your shop? *FREE*
 - ♀ What is the theme? _____
 - Window Sign saying "Participating" and what your special is to draw people in *FREE*



- ADVENT CALENDAR:** DEC 1 - 23
 - Offering a special, discount, event or other on this date? *FREE*
 - Business will be featured online and in the calendar: *FREE*
 - Date preferred: _____
 - Date option if preferred is not available: _____
 - Please describe what you will be featuring the day selected: _____ *FREE*
 - _____



- CAROL & WIN:** FRI, DEC 6, 13, 20
 - Participation please *FREE*
 - Please describe what week to be featured on: _____ *FREE*

Not a member of the CBIA, register for this campaign for \$99 and get access for small fee per participation item.

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