



2024 Holiday Promotion

As the holiday season approaches and we countdown to Christmas with less than 100 days to go, we are filled with anticipation and excitement. We are gearing up for a fantastic holiday season and are eager to move forward. Our annual Holiday Promotion offers a range of options designed to benefit your business and your customers in the best possible way. Please take a moment to review the dates and options provided below and kindly return the completed participation form to us by October 18th. We appreciate your support and look forward to working with you during this festive season!

Warmest Wishes,

Debbie Hawkinson & Johni Doughman

"McPherson....where Santa Shops!"

Promotion dates - Build your own package - (details & fees on page 2)

- **Holiday Marketing Packages - Full or Partial:** Nov 25-Dec 24
- **Open House Weekend: Thursday, October 31st– Saturday, Nov. 2** Business sets own hours.
- **Cookies with Santa in your business:** (8 opportunities)
 - Thursdays Dec 5, 12, and 19 from 5:00-6:30pm
 - Saturdays Dec 7, 14, from 9:30-11am and 2-3:30pm, Dec 21 from 9:30-11am
- **Candy Cane Cash:** Nov 1– Dec 31
- **Free Movies:** Dec 7 and 21 at 3:00 pm
- **Ladies Night Out:** Nov 14 from 4-8pm

McPherson Main Street & McPherson Chamber of Commerce

2024 Community Advertising Budget is \$15,000*

** Based on avg# of participants and CVB grant: the more participants, the more we can advertise. Advertising will be a combination of TV, Radio, Print and Social Media covering a targeted statewide area.*

"Build your own Promotion Package" Information and Fee Schedule

HOLIDAY MARKETING FULL PACKAGE: \$300 participation fee.

TV ads featuring Santa and your business on KAKE TV and KWCH stations area/statewide from Thanksgiving thru Christmas. **We will provide Santa** and KAKE TV will produce spots. TV event ads for Open House Weekend on KAKE & KWCH stations area/statewide. Inclusion of your business in marketing materials on social media, print and/or radio.

TV Shoot for full package stores will be Nov 11th & 12th, and must be prepaid to be scheduled.

HOLIDAY MARKETING PARTIAL PACKAGE: \$150 participation fee.

TV event ads for Open House Weekend on KAKE & KWCH area/statewide. Inclusion of your business in marketing materials on social media, print and/or radio.

OPEN HOUSE WEEKEND: No participation fee. Oct 31-Nov 2.

Stores set own hours. Decorate for holidays, provide refreshments & holiday kick-off incentives.

Must be part of one of the Holiday marketing packages above to be listed in Open House Weekend marketing materials on social media, print and/or radio

COOKIES WITH SANTA: \$60 participation fee. We provide Santa. You provide cookies, a chair for Santa, and a location inside your business.

You Must CALL 620-241-7430 ASAP to reserve! ** FIRST COME FIRST SERVED

- Thursdays Dec 5, 12, and 19 from 5:00-6:30pm
- Saturdays Dec 7, 14, from 9:30-11am and 2:00-3:30pm, Dec 21 from 9:30-11 am

CANDY CANE CASH: \$50 Participant fee. This is a shopping rewards promotion with two winners. The Grand prize is \$1000 and 2nd \$500 in Candy Cane Cash to be spent only in the participating stores. Runs November 1-December 31st Promotion materials and supplies will be provided, and all participating locations advertised. ***In previous years we had 7990 registrations from 69 different cities in Kansas and 23 participating stores, REPRESENTING \$399,500 LOCAL DOLLARS SPENT.**

FREE MOVIES Minimum sponsorship fee is \$50 Your business name & logo will appear on the screen prior to ALL holiday movies. Movies and dates TBD. Movies are FREE to the public but cost us an average of \$650 for the license and to rent the facility.

LADIES NIGHT OUT- No participation fee. November 14th from 4-8pm. Each business can offer special promotions, sales, or drawings for shoppers. Whether customers are starting their wish list or working on their holiday purchases, it will be a great evening of shopping fun.

PLEASE FILL OUT & RETURN WITH YOUR PAYMENT BY OCT 18TH

Business Name: _____ Phone: _____

Address: _____

Contact Person: _____

Email: _____



BUILD YOUR OWN PROMOTION PACKAGE:

\$ _____ Full marketing package \$300 **OR** Partial marketing package \$150

\$ _____ Cookies with Santa \$60 **Must call 241-7430 or 241-3303 to check availability FIRST.**

\$ _____ Candy Cane Cash \$50

\$ _____ Movie Sponsor **MINIMUM** sponsorship is \$50.

\$ _____ **TOTAL PACKAGE AMOUNT TO BE REMITTED**

_____ **Yes** I will be open for Holiday Open House Weekend Oct 31-Nov 2

_____ **Yes** I will participate in Ladies Night Out, Nov. 14 from 4-8pm Details: _____

Additional Information for marketing purposes only:

Will you be open after 6pm on Thursday evenings in December? __Yes __No

Will you be open on Sunday's in December? __Yes __No

Will you be doing anything special for Shop Small Saturday on November 30th? __Yes __No

Will you have special hours on Christmas Eve? __Yes __No Details _____

Will you be open on New Year's Day? __Yes __No Details _____

Make checks payable to McPherson Main Street (Credit cards accepted as well)

306 N Main, P.O. Box

(620)241-7430 -Johni Doughman

(620)-241-3303 Chamber of Commerce – Debbie Hawkinson

***This is being sent to all Chamber and Main Street members even if you have already signed up and/or pre-paid earlier in the year. Please fill out the information sheet so that we have up to date information. Indicate if you need an invoice for your records showing payment or amount due. If you wish to pay by credit card, Johni can send you an online option or you can give her the information directly.**

