

# Christmas City Ladies Night Out

Thursday, November 30, 2017 4:00—8:00 pm

- Any businesses are welcome to participate.
- No duplicates of direct sales businesses will be allowed – first come, first served basis.
- Direct sales, crafters, etc. can set up tables at MOH. BRING YOUR OWN TABLE!
- Other businesses that are not located on the square are welcome to hand out items, set up at table at MOH, park a car downtown with signage or other creative ideas to get customers to their stores.
- In order to be listed in any ads or to be able to post in the Facebook event, participants must pay \$20 fee and submit this form to the Chamber. These funds will be pooled and used as prize money.

## Marketing -

- Contests – prior to event, there will be a FB giveaway for people who help promote the event by liking, sharing, etc. (method of entry yet to be determined). Winner will receive designated Chamber Bucks ONLY good for that night and MUST be accepted in any participating business. The business will then be reimbursed by the Chamber using the funds that all participating businesses contributed.
- Facebook Event – once \$20 is received from a business, they will be given access to post in the Facebook event that will be created. Businesses are asked not to “hog” the space. Please limit posts. No restrictions are in place yet, so please use your best judgement.
- Paid ads – there will likely be very little paid advertising. It will be included in some Chamber advertising for Christmas Traditions, but that’s about it. Businesses are welcome to pay for their own ads if they’d like.
- Passport & drawing – a passport will be created for customers to get a punch or stamp at each business. Customers will turn in a full passport to the Opera House for a drawing to be held at the end of the night. Prize will be Chamber bucks using the remaining funds that all participating businesses contributed.
- Flyers - will be created and emailed out for businesses to print or use online at their discretion.

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**Ladies Night Out — PLEASE REMIT THIS FORM WITH YOUR \$20 REGISTRATION**

Name of group/business/individual \_\_\_\_\_

Name of Facebook page/ individual \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone # & email address \_\_\_\_\_

Do you need space at Minden Opera House? \_\_\_\_\_ **YES! Please save me a spot.**

**If you have any questions, please contact Minden Chamber of Commerce, 308-832-1811.**