



2019 ADHDA Downtown Holiday Promotions Guide

Window Decorating Contest

- Winner will receive a \$100 gift certificate to Baked Alaska
- *How you can participate:*
 - Decorate your window by Friday Nov 30th for judging!

Shop Plaid Campaign & Plaid Friday

12 Days of Plaid Social Media Campaign

- Begins Sunday, November 17

How you can participate:

- Share our posts highlighting the importance of shopping local for economy
- Host in-store promotions, giveaways, treats or contests

Plaid Friday – Friday, November 29

- Shop Plaid Collectible Bag Giveaway
- Shoppers with receipts from 3 or more participating stores earn a Shop Local Shop Plaid bag

How you can participate:

- Get listed on the bag! For just \$25 you can be listed on the re-useable Shop Local Shop Plaid bag. [Pay your bag fee by 'donating' to ADHDA to be included on the listed store.](#) **DEADLINE: Friday, Nov 15**
- Share the incentive with your customers via social media or your email newsletter.

Downtown Holiday Kick-off – Saturday, November 30

- Photos with Santa, 11a-2p
- Downtown Raffle
- Shop Small Saturday
- Afternoon Activity – ELF! The movie at 2:30p at the Liberty Theater
- Downtown Lighting – 4:30-5:30
- *How you can participate:*

- *Donate a \$10 gift card to receive your raffle tickets and collection bag*
- Encourage shoppers to participate in the downtown raffle via social media or enews
- Share the Facebook events:
 - [Elf! The Movie](#)
 - [Downtown Lighting](#)
- Turn your lights off at 5pm, and tune into 91.9 for the countdown to light up your store with the grand downtown lighting
- Offer cozy treats like warm cider, candy canes, or other treats

Live Advent Calendar Performances – Dec. 13-24

- Multi-cultural performances at changing retail locations broadcast on FB Live
- Performances include readings, songs, dance, and more
- *How you can participate:*
 - Share information about your neighbor's performance
 - After this year earlier survey, we have enough participants for a '12 Days' pilot and have started a waiting list. *Let us know if you would like to be called in case a spot opens up!*
 - Let us know if you would like to perform as part of a performance – singers, dancers, readers, and musicians sought.

Weekly Paid Promotions

- ADHDA will be sponsoring weekly posts on holiday activities taking place throughout downtown
 - **Please use this [Google Form](#) to let us know about your special offering (activities, performances, holiday bizarre, special party etc)**
 - We will also produce weekly posters with the same info to be on display with Santa in the Liberty Theater each week.

December Saturday Afternoon Activations (more being scheduled)

- Dec 7
 - Santa at Liberty Theater 11-2p
- Dec 14
 - Santa at Liberty Theater 11-2p
- Dec 21
 - Santa at Liberty Theater 11-2p
 - White Christmas Sing-a-long @ Liberty Theater 7p