



Shop Local – Shop Plaid Holiday Campaign

What does ‘Shop Plaid’ mean?

Shop Plaid *means* Shop Local!

Throughout the year, ADHDA and the Promotions Committee will be supporting marketing efforts highlighting the value of spending locally with independent retailers, and providing incentives for shoppers to spend more frequently downtown. For the holiday season, ADHDA will be promoting Shop Plaid for holiday gift buying.

What is Plaid Friday?

Plaid Friday is our local alternative to Black Friday, when we celebrate the creativity, diversity, and uniqueness of our local Downtown Astoria retailers. ADHDA promotes the 12 Days of Plaid leading up to Plaid Friday on social media and corresponding posters available to all store fronts downtown.

Why Plaid Friday?

Because shopping local matters! By marketing Downtown Astoria as a holiday shopping destination, each merchant will see more foot traffic. Creating this holiday tradition instills the value of spending locally and supporting the small businesses that fuel our economy.

Holiday Season Activities:

12 Days of Plaid Awareness Campaign: Nov 11-23

- ADHDA sponsored awareness campaign on social media
- Bag stuffers with holiday events and Shop Plaid branding at participating stores

Holiday Decorations:

- ADHDA is hosting a window decorating contest
- Free to participate, just have your window holiday themed by November 24 to enter
- *Winning store will receive a \$100 gift card to the Astoria Co-op!*

Downtown Lighting- Saturday, November 25, 2017

- Shop Plaid raffle winner chosen
- Window Display Contest Winner Announced
- Caroling and Frivolity
- 5:30pm gather at The Liberty Theater

Shop Plaid Raffle for Downtown Shoppers

- Stores provide one \$10 gift certificate each
- Shoppers on Friday, 11/24 and Saturday, 11/25 receive a raffle ticket for the drawing during the Downtown Lighting
- Tickets provided by ADHDA and picked up by 3p on Sat. 11/25
- Raffle winner will be drawn at the downtown lighting on 11/25

Santa at The Liberty Theater for Families

- **Saturdays:** 11/25, 12/2, 12/16, 12/23

Shop Plaid Bag Giveaway

- 150 canvas reusable shopping bags will be printed with the Shop Local, Shop Plaid logo and the names of participating stores
- Each shopper that visits at least three stores can show their receipts to receive a complimentary reusable *Shop Local, Shop Plaid* bag
- Shoppers can show their receipts to redeem their Shop Plaid bag at The Liberty Theater Box Office

How do you participate in the Shop Plaid Bag Giveaway & Raffle?

- 1) Fill out this form and return to Sarah Lu (Pier 12 or sarah@astoriadowntown.com)
- 2) Provide a \$10 gift certificate to any member of the Promo Committee or Sarah Lu
- 3) Turn in your \$25 participation and advertising fee by November 10, 2017
- 4) Stay open until 7pm each Friday in December for holiday shoppers

Business, as you would like it to appear on materials: _____

Contact Name: _____

Email: _____

Phone: _____

Thank you!