

# *St. Patty's* **Lucky Ladies** *Stroll*

**Thursday, March 14th, 2019, 5-9 PM**

**IT'S BAAAAACK!** Now in its 11th year, our popular Ladies Night stroll draws over 500 women (and a few brave men) downtown every March to shop, enjoy freebies from local merchants and try their luck in our raffle. This year, in order to entice serious shoppers with cash to spend in your shop, further tighten crowd control and offset increasing event costs we're charging strollers **\$15/advance and \$20/day of**. We'll be using those funds, in part, to enhance the event with radio advertising, better quality swag bags, onsite insta-friendly photo props, and an after party with live entertainment. **Here's a link for tickets:** <https://squareup.com/store/downtownvacaville/item/st-patty-s-day-ladies-night>.

We've planned a **multi-platform marketing campaign** to get the word out, including:

- ✦ Paid Social Media advertising.
- ✦ Full color ads in The Reporter, Your Town Monthly.
- ✦ **NEW!** Radio Ad on KUIC.
- ✦ Posters, newsletter blasts and mentions on DowntownVacaville.com.

## **Want to get YOUR BUSINESS involved? REGISTER as a PARTICIPATING LOCATION**

**HERE'S HOW IT WORKS:** We bring **500 potential new customers to your door!** You invite them in for an "open house" with light refreshments and a tour. They'll ask you to stamp or sign their **participation card**, which they turn in for raffle chances at the end of the night. **Ladies Night strollers are on the hunt for deals** so tempt them with one-night-only specials or host a drawing. You can even host pop-up vendors. **The format is up to you!** Create a Ladies Night experience everyone will talk about! **Be sure to register with us as a participating location so we list you on the online Ladies Night Map. NO FEE TO PARTICIPATE.**

**To increase your advertising reach for Ladies Night**, take advantage of our sponsorship options:

### **ADVERTISING SPONSOR \$50**

- ✦ Your Business Name printed on the official Ladies Night Raffle Card/Map.
- ✦ Your Business Name printed on the Ladies Night half-page ad in The Reporter.
- ✦ Your Business Name listed on DowntownVacaville.com Ladies Night event listing.
- ✦ Your Business Name listed on promotional materials (posters, facebook ads).

### **TOTE BAG / LOGO SPONSOR \$250 (limited space)**

- ✦ Your Business Logo (one-color) printed on the official Ladies Night Souvenir Tote Bag.
- ✦ Your Business Logo (full-color) printed on the official Ladies Night Raffle Card/Map.
- ✦ Your Business Logo (full-color) printed on the Ladies Night half-page ad in The Reporter.
- ✦ Your Business Logo (full-color) on DowntownVacaville.com Ladies Night event listing.
- ✦ Your Business Logo (full-color) on all promotional materials (posters, facebook ads).

**Deadline to register as a Participating Location / Sponsor is Wednesday, February 20th.**

Call Brooke or Sullina at 707-451-2100 or email [info@DowntownVacaville.com](mailto:info@DowntownVacaville.com) for more information!



A locally-funded nonprofit organization created to foster an economically vibrant Downtown Vacaville

313 Parker Street, Vacaville, CA 95688  
707-451-2100 [www.DowntownVacaville.com](http://www.DowntownVacaville.com)

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### PARTICIPATING LOCATION / SPONSORSHIP FORM

Business Name: \_\_\_\_\_

Location: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Sign my business up as a(n):

PARTICIPATING LOCATION  FREE

ADVERTISING SPONSOR  \$ 50

TOTE BAG / LOGO SPONSOR  \$ 250

TOTAL: \$\_\_\_\_\_ (max charge \$250)

We will offer the following special "Ladies Night" activities / promotions:

\_\_\_\_\_  
\_\_\_\_\_

**PAYMENT:** Check made payable to [DVVID](#) or call [707-451-2100](tel:707-451-2100) to pay with your credit card.

Pay online with your credit card: <http://squ.re/2EmVUhN>

### \*\*\*\*\* CALL FOR RAFFLE ITEMS \*\*\*\*\*

We're seeking donations of baskets, gift certificates and promotional items from participating businesses with a minimum value of \$20. Drawing will be held at 9:10 pm at After Party Location and ticket holders must be present to win. Items can be dropped off at our office during regular business hours. **We must receive your items no later than Monday March 11th.**

**YES, my business would like to donate a raffle item!**

Description: \_\_\_\_\_

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