



Madison's Central Business Improvement District (BID)
Holiday Marketing Opportunities, September 23, 2009

Dear BID Member businesses,

The Holiday shopping, dining and entertainment season is approaching soon! The BID is pleased to offer marketing, advertising and promotional opportunities to help you draw customers to your business, including the Downtown Holiday Open House (Nov. 28), Holiday Trolley Welcome Bags, and BID Marketing & Cooperative Advertising (updated for Holiday '09). See below for details and how to participate. As in past holiday seasons, the BID will provide the holiday shopping trolley in the district weekends from Thanksgiving through Dec. 20, carolers strolling the district, holiday lights, evergreen decorations in the planters, and a downtown information table at Overture Center on weekends.

Also, don't forget to sign up to participate in the Fall New Resident Packets (sign up by Sep. 30) and the Downtown Family Trick or Treat on Oct. 30 (sign up by Oct. 9).

Info at: http://www.visitdowntownmadison.com/news/index.php?category_id=2554

BID Holiday 09 – Marketing & Advertising Opportunities:

Downtown Holiday Open House – Sat., Nov. 28 (Earlybird signup Oct. 16. Final signup Oct. 23).

Jump-start your holiday sales & draw customers into your business. Special Offers & Complimentary Refreshments at Participating Merchants - Activities for Kids & Families - Trolley Rides & Gift Bags - Holiday Lights - Carolers. Last year, the Holiday Open House drew thousands of trolley riders and strong foot traffic in the district. Participation is free of charge for BID member businesses & organizations. Brought to you by the BID with Overture Center for the Arts, the Greater State Street Business Association (GSSBA), and Isthmus. Sign up by Oct. 16!

Info & link to sign up form:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56128

BID Marketing & Cooperative Advertising (updated for Holiday '09)

The slate of BID-subsidized holiday advertising opportunities with Isthmus/thedailypage.com, the Wisconsin State Journal/Madison.com, the Onion, Madison Magazine, and NEW – the MMoCA Holiday Art Fair program (Holiday Art Fair will be Nov. 20-22 at the Madison Museum of Contemporary Art & Overture Center).

Download info at: http://www.visitdowntownmadison.com/news/index.php?category_id=2554#39142

Holiday Trolley Welcome Bags - Provide Items (Confirm participation by October 30)

Providing coupons or brochures for the Holiday Trolley gift bags is a great way to drive downtown shoppers into your business or organization. BID Ambassadors hand out the free bags to riders on the Downtown Holiday Shopping Trolley, which runs weekends Nov. 28-Dec. 20 on State Street and around the Capitol Square, attracting several thousand riders per season. Participation is free of charge for BID member businesses & organizations. Sign up by Oct. 30.

Info on how to participate:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56135

Holiday Trolley Welcome Bag Sponsorship

Reach appreciative State Street and Capitol Square shoppers, visitors, families, UW-Madison students, and Downtown Holiday Open House participants by sponsoring the downtown Holiday Trolley Welcome Bags (i.e., get your logo on the outside of the bags). Sponsorship confirmation deadline: Oct. 16

More info: http://www.visitdowntownmadison.com/news/index.php?category_id=2554#56131

More info on these and all current BID Marketing Opportunities is at: Info at:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554