



Holiday
CAMPAIGN
2023



Dear Members

The holiday season is fast approaching and this package provides you with information on our plans and how you can be involved.

In addition to the opportunities presented here, DFI will be running a series of digital and radio advertising in November and December plus we'll see visits from Santa and hear music from the Elm City Echoes on several occasions.

A participation form is included as a separate attachment. If you wish to participate in any of our promotions, complete the form and return it via email or in person at the DFI office by **Friday, November 10, 2023**.

If you have any questions, please feel free to email me at krista@downtownfredericton.ca or give me a call at 506-461-7484

Krista Rae
Marketing Coordinator
Downtown Fredericton Inc.



Window Display Contest

November 24-December 2

Show your downtown spirit and decorate your store windows! **Choose your favourite Holiday Song for your window theme!**

The public will vote for their favourite window display and the winning business as well as one lucky voter will receive a prize package including 2 tickets to a Spotlight Series show at the Fredericton Playhouse, a downtown restaurant gift card and Downtown Dollars!

Please join in! The more the merrier!

Important dates:

November 10: Deadline to let us know you are participating (use the holiday campaign participation form)

November 22: Date by which your display should be in place, and photo of your display sent in to us.

November 24: Contest will go live on our Facebook Page

December 2: Contest will close. Winners (business & voter) will be announced.



Downtown Dollar Blowout

Thursday, November 16, 2023

- For one day only Downtown Dollars will be available to the public at a 20% discount.
- \$100,000 will be available and customers can purchase \$250 or \$500 each.
- The Blowout will take place ONLINE via the Fredericton Playhouse website on Thursday, November 16th starting at 10:00am, while supplies last.
- Dollars are available on a first come, first served basis.



What You Can Do:

- Make sure you have a “Downtown Dollars Accepted Here” decal on display
- Promote the sale on your social streams and let shoppers know you accept Downtown Dollars.
- Run a Downtown Dollars promotion to encourage patrons to use their newly purchased dollars in the days following the sale!

Black Friday & Shop Small Saturday

November 24 & 25



If you are offering **Black Friday** promotions, let us know the details by **Monday, November 20** and we will promote it through our social media channels and on our website.

We will also be giving a shoutout to **Shop Small Saturday** on November 25th! If you aren't participating in Black Friday, but plan to offer a Shop Small Saturday promotion, let us know!



A Night of Holiday Magic

Friday, December 1st

We are working with the City of Fredericton and Elm City Events to create a downtown event which combines both the Mayor's Tree Lighting and a shopping event that includes activations like fire pits, family activities, photo opportunities, popups, etc.

We will be creating a map for the event that notes activation locations, plus any individual business promotions will be advertised on our website.

What we're asking from you:

- Stay open until 9:30pm on Friday, December 1st
- Offer a promotion/special event or activity during the event. Some Ideas: free samples, a gift draw, gift with purchase, holiday treats, gift wrapping service, an express service, a pop-up, etc. The sky is the limit – do what works for your business!
- Note: Elm City Events will be reaching out on our behalf to select businesses to discuss possible activations.



Merry
Giftmas!



November 30th – December 15th

Move 106.9 will partner with Downtown Fredericton Inc. and give their listeners 12 days of prizes from downtown businesses!

Each weekday during the contest period, Crash and Sarah Betts will announce the giveaway during the morning show or participating businesses can visit the station themselves to announce the daily prize at 7:50am (approximate time).



Opportunity: We can accept 12 businesses for this radio promotion (first come, first served).

Cost: a gift card or product(s) from your business that must be between \$50 and \$100 in value.

What you get:

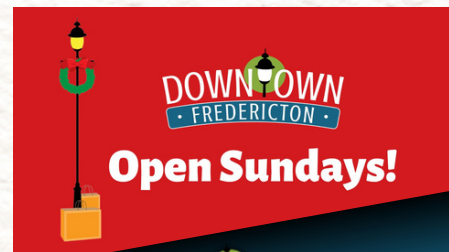
- Dedicated spotlight for each participating business
- Contest occasion for each participating business
- Supported by a daily (weekday) social media post by the radio station, announcing prizes.

Thursday Evening and Sunday Shopping

Avoid the crowded malls! Park for Free! Enjoy a stroll and a hot drink at a cozy café! There are so many reasons to shop downtown on a Sunday or Thursday evening in December!

Let us know if you will be open on Sundays or Thursday evenings during the lead-up to Christmas and we'll be sure to pass the word along on our website and on social media.

Please indicate on the participation form if you will be open, along with your hours.



Gift Guides

Once again we will be creating social posts with gift giving ideas based on product information you provide to us!

Ultimately, the themes will be determined by the product information you provide, so send us info about what you've got in stock this holiday season!

Themed posts from last year included:

- Get Outside
- Gift Boxes
- Handcrafted
- Stocking Stuffers
- For Kids
- For Their Creative Side
- Games & Puzzles
- Gifts for Her
- Stocking Stuffers



Plus:

Sidewalk Christmas Trees – starting mid-November, Downtown Fredericton staff will be installing Christmas trees for those businesses who signed up earlier this fall.

White Lights – we encourage businesses to light up your windows/storefronts with white lights where possible to create a holiday lighting destination within the city!

Regent Street Holiday Lights – Downtown Fredericton will be installing holiday lighting on the first block of Regent Street, where we have power access on the lampposts.

Santa Claus Parade - will take place downtown this year on Saturday, November 25

