

Do Division Holiday Event 2011 – All NEW!

Please read carefully as this annual holiday event has been revamped with new participation opportunities.

This year's event will be December 3 & 4

Our NEW media partners are the RedEye and WBEZ. The advertising plan is as follows:

- One full page ad 11/30/2011
- Center spread double truck ad with map and event details to run 11/23/2011
- Banner ads linked to Do Division Facebook page will run on Chicagotribune.com, Redeyechicago.com and Metromix.com. Running the month of November
- WBEZ spots to run 11/28 – 12/2

We want to promote your events and special offers!

- If you have a special event in your location that weekend we will provide you with PR and exposure in advertising! So get carolers! Have live music! Reading of 'The night before Christmas'! What ever you have going on we will support you. (See Event Level #2)

Santas and Elves hit the street distributing coupons and gift certificates!

- 8 Santas and 4 elves will be on the street handing out coupons and gift certificates. If you participate we will print coupons with your store offer! Or, you can provide your own Gift Certificates for Santa to hand out. Customers will love this and it will bring footsteps into your store or restaurant! (See Event Level #3)

Horse-drawn carriages are back! Shoppers love them and we heard that they missed them last year. (See Event Level #4)

West Town Chicago and Wicker Park Bucktown Chamber members receive a 10% discount off of the listed Event Level price!

Details of the participation packages are below. Please review and COMMIT TODAY!

SIGN UP TODAY!
Do Division Holiday Street Promotion
Saturday, December 3 & Sunday, December 4, 2011

Business name: _____

Business address: _____

Contact person: _____

Phone number: _____

Web Site: _____

2011 Do Division Holiday Event Participation Options

◇ Level 1 – Basic package

- Bold map listing with address/phone/website
- Posters for display
- **\$125**

◇ Level 2 – Promote your event!

- PR exposure for your event
- “Featured Location” map listing with address/phone/website
- Posters for display
- Your event listed on the RedEye pullout map advertisement
- **\$200**

◇ Level 3 – Santa’s goodie bag

- Bold map listing with address/phone/website
- Posters for display
- 100 coupons will be printed with your store offer and distributed by Santas and Elves on the street
- You may choose to provide your Store Gift Certificates for distribution
- Mention in the RedEye advertisement that you are a part of Santas goodie bag
- **\$250**

◇ Level 4 – Horse-drawn carriage location (Six available)

- “Featured Location” map listing with address/phone/website
- Mention in PR and in the RedEye advertisement as a carriage stop location
- Posters for display
- Inclusion in Santa’s goodie bag
- Logo on posters
- **\$450**

◇ Level 5 – Event Sponsorship

- Official pick-up/drop-off location for Horse Carriages
- Logo in RedEye advertising
- Logo on Horse Carriage and
- Logo on posters
- Inclusion in Santa’s goodie bag
- **\$1,000**

◇ Level 7 - Create your own participation package. Call to discuss options.

PLEASE MAKE CHECKS PAYABLE TO: DO DIVISION
Mail checks to: Willa Reynolds, 1312 N. Leavitt, Chicago, IL 60622

Contact Willa Reynolds to participate
312-961-5583
willareynolds@earthlink.net