North Fourth Holiday Stop & Shop

Saturday & Sunday December 5-6, 2015

Dear North Fourth Street Merchants,

The tenth annual *North Fourth Holiday Stop & Shop* is just around the corner!

As a North Fourth Street merchant, we are inviting you to take part in this annual holiday event. The event will again take place over two days, Saturday, December 5 and Sunday, December 6, 2015, giving customers ample time to spend in each shop!

Last year was a success, bringing hundreds of shoppers into *our* area of town – and specifically to the participating businesses. This year, we are offering an Early Bird registration special. Businesses that sign up by September 25, 2015, will receive a discounted participation fee.

By participating, we will join our marketing efforts to make a greater impact with our advertising dollars, while promoting North Fourth Street as a shopping destination! This year's event is sponsored by the Village of Los Ranchos, as well as the local businesses.

JOINT MARKETING:

- Advertising in Albuquerque West Side Journal, the Village Vision, Local IQ, the Weekly Alibi, mass e-mail notification, and radio ads;
- Press releases to Albuquerque Journal, New Mexico Business Weekly, all local news stations. Also free calendar listings in multiple publications and internet and social media sites;
- Cross promotion with Albuquerque Convention & Visitors Bureau and participating businesses AND the **Village** w/links to participating businesses;
- Glossy color brochures listing sponsors and participating businesses with map;
- A special identifier to be placed at storefronts.

The area again is extended to include Fourth Street north to Tramway and south to Griegos. **All merchants in this area are invited to participate.**

You have the opportunity to participate as a business and/or a sponsor. Please complete and return your participation form as soon as possible as print deadlines are upon us!

If you have any questions, please contact Norma Jean Scott at 505-345-3669.

In order to be included in all media, please fill out the attached form and <u>return it ASAP!</u>

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Village of Los Ranchos
presents NORTH FOURTH HOLIDAY STOP & SHOP

YES, I want to participate!

❑ Presenting Sponsor	$300.00	Early Bird: Deadline September 25th
❑ Presenting Sponsor	$325.00	Deadline October 23th
❑ Participant	$100.00	Early Bird: Deadline September 25th
❑ Participant	$125.00	Deadline: October 23, 2014

I would also like to advertise in print material:

❑ 2"x2" $50 ❑ 2"x1.5" $35 ❑ 2"x1" $25

Attached is my check, according to my level of participation, in the amount of _____
(Please make check payable to ***North Fourth Holiday Stop & Shop***).

Business Name _____

Business Address _____

Email _____ Telephone _____

Website _____

Contact Name _____

Please provide a 25 word description of your business and any Stop & Shop specials that you will be offering (sales, refreshments, drawing, prizes, discounts, etc.)

_____

_____

_____

_____

The advertised event hours are 10:00 a.m. to 5:30 p.m. Saturday and noon to 5:30 p.m., Sunday. If your business will be closed on Sunday or have limited hours, please indicate that on this form, so that it may be included in printed materials. Business hours: _____

Businesses are encouraged to create special promotions for this holiday shopping event and to provide refreshments and holiday music during business hours to create a festive environment that has proven to improve sales. You are also encouraged to accept donations for your favorite charity.

Return this form to:
Rustic Home
9304 Fourth St. NW
Albuquerque, NM 87114

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Sponsors

$300 Early Bird Deadline: September 25, 2015
$325 Deadline: October 23, 2015

- Free listing 2"x2" ad in event flyer
- Front page listing on event flyer
- Listing on event poster
- Village website coverage w/link to business website
- Mention in print ads
- Free sign
- Event poster and flyers

Participants

$100 Early Bird Deadline: September 25, 2015
$125 Deadline: October 23, 2015

- Free balloons
- Free sign
- Event poster and flyers
- Business listing in print materials

Advertise With Us!

The North Fourth Holiday Stop & Shop is promoted in the holiday issue of the Los Ranchos Village Vision magazine and in the event flyer, which is widely distributed throughout Los Ranchos and Albuquerque.

The advertising is affordable and it is a great opportunity for you to promote your business early in the holiday season! Best of all, rates have not increased from last year.

2"x2" $50 2"x1.5" $35 2"x1" $25

Please email completed ad and/or high resolution file to caklimek@theoutsourceltd.com. Most file formats are accepted. Publisher files are NOT accepted. If you need ad production, or have questions, please contact Carol Klimek at 505-688-0100.