

## 2023 Holiday Schedule Handout

It's as simple as 1, 2, 3!

1. Special Promotions
  2. Events
  3. Overall Holiday Details
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### 1. Special Promotions

#### a. New Promotion with Indiana Main Street

- i. State-wide "Passport" Concept with 12 cities
  1. Aurora, Brookville, Frankfort, Jeffersonville, Kendallville, Lawrenceburg, Lebanon, Madison, Richmond, Seymour, Shelbyville, Wabash
- ii. Tote Bag & Pins



#### b. Shop Local to Win (Nov. 17-Dec. 17)

- i. Decision to participate due Nov. 10 <https://forms.gle/dQHfyyCc1wv7ctM16>
- ii. We'll provide a POS sign with QR code
- iii. Weekly prizes on Mondays
  1. Accepting donations from businesses!

#### c. American Express Promotion

- i. TBD, but likely the same as past years. Free swag such as tote bags, banners, stickers. Items to be delivered in mid-November.

### 2. Holiday Events

#### a. Jingle Jubilee (Nov. 17)

- i. Annual Holiday Kickoff Event from 4-9 p.m.

- ii. [Registration is NOW OPEN](#) for the Stamping Map
    1. Registration closes: Oct. 31
    2. Stamping Map allows for 30 businesses
      - a. \$100 for members of Downtown Wabash
      - b. \$175 for nonmember
  - iii. [Deadline for specials: Nov. 10 at 9 a.m.](#)
  - iv. [Full details are linked here!](#) Miami Street, Courthouse Lighting, Storefront Window Contest, etc.
- b. Shop Small Week**
- i. All specials are due on Nov. 21!! <https://forms.gle/6zABcWwHNP3e4ott7>
    1. Black Friday (Nov. 24)
    2. Small Business Saturday (Nov. 25)
    3. Artist Sunday (Nov. 26)
    4. Cyber Monday (Nov. 27)
    5. Giving Tuesday (Nov. 28)
- c. Dec. First Friday (Dec. 1 from 5-8 p.m.)**
- i. THEME: Wabash Winterland & Annual Downtown Cookie Walk
    1. Cookie Walk - At least 100 cookies/holiday treats to pass out
  - ii. [Business Feature DUE: Nov. 21 at 9 a.m.](#) [bit.ly/wabashfirstfridayform](http://bit.ly/wabashfirstfridayform)
    1. Want to add an exclusive discount to our First Friday *Insider's Scoop* email? Let Adrianna know by Nov. 21
- 3. Overall Holiday Details**
- a. Downtown Decorations**
- i. Street Pole Lights
  - ii. Planter Boxes with City of Wabash
  - iii. Lights over Market Street
  - iv. Alley Walk, Veterans Plaza, and Mammoth Park
  - v. Lights at Paradise with City of Wabash
- b. Holiday Marketing Campaign**
- i. Holiday Landing Page
    1. <https://downtownwabash.org/holidays/>
    2. Events with "holiday tag" will populate onto page
  - ii. Storefront Poster
  - iii. Paid Social Media Campaign
  - iv. Double-Sided Insert for Shopping and Dining Members

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**REMINDER: IMPORTANT DEADLINES**

- **October 31:** Jingle Jubilee Stamping Map Registration Closes
- **November 10:** Jingle Jubilee and Shop Local to Win
- **November 21:** Shop Small Week (Black Friday, Small Business Saturday, Artist Sunday, Cyber Monday, Giving Tuesday) & December First Friday