



September 2019

Dear Local Business Owner,

We invite you to participate in 2019's Moonlight Madness, which will take place **Friday, November 29**. We hope you will consider joining the Springfield Chamber of Commerce in putting on an incredible evening that aims to support local businesses, strengthens the overall concept of spending locally, and last but not least: creates a memorable night during the holiday season that brings out a strong sense of community! The town-wide event will be held Friday, November 29 from 5:00 p.m. to 9:00 p.m. We also encourage participants to continue their sales and promotions into the weekend if they would like.

New this year is **Springfield's Holiday Handbook**, which will highlight the major community holiday events happening throughout the season in our R.M. as well as will offer businesses a chance to promote themselves with a paid advertisement. The holiday handbook will be distributed throughout businesses within the RM of Springfield in early November with information about community initiatives including Moonlight Madness and other seasonal community events.

In addition we will also be awarding a prize to the business best decorated in the "Country Christmas" theme once again.

Ways to Get Involved



Moonlight Madness Participant

\$100 (Non Chamber members)

\$75 (Chamber members)

- Clipper Ad for your business in Moonlight Madness Feature page
- Listed on Moonlight Madness Passport
- Outdoor Sign/Identifier provided to showcase your storefront as part of Moonlight Madness
- Your Business listed on Social Media
- Promotion of the greater event to the public (rental of local billboards, posters, postcards, social media etc.)



Advertise in Springfield's Holiday Handbook

All local businesses have the opportunity to purchase an ad in our Holiday Handbook

Great way to gain more exposure over the holidays! These 20 page holiday tour books will be distributed to over 4000 readers this holiday season (distribution in early November)

Rates:

- \$400 – Full Page
- \$200 – ½ Page
- \$100 – ¼ Page
- \$50 - Business Card Size

Sponsorship Opportunities

*Each year sponsors will be given first right of refusal for their past year's sponsor placement

Moonlight Madness Premium Attraction Sponsor **(\$500)**

- *Horse/Wagon Ride Sponsorship (2 available)*
- *Tractor Shuttle Sponsorship (3 available)*
- *Live Nativity (1 available)*
- *Tree Lighting (1 available)*
- *Skate with Santa (1 available)*
- *Snow Hill (1 available)*

Premium Attraction Sponsors Receive:

- Includes Participation fee and all relevant participant promotion
- Exclusive Sponsorship signage on corresponding special attraction (i.e. on side of horse drawn wagon; In front of Tree display, etc.)
- Recognition as exclusive sponsor of corresponding special attraction in passports, posters, social media, clipper ad
- Free business card size ad in *Springfield's Holiday*

***NEW - Shuttle Stop Sponsor (\$175)**

(8 Shuttle Stop Sponsorships available)

- Includes Participation fee and all relevant participant promotion
- Logo on Sponsorship Signage located at the shuttle stop
- Recognized as a Sponsor on Social Media & Clipper Ad

Community Zone Sponsor (\$400)

(2 sponsorship opportunities available per zone)

- *Zone 1: Sunova/Co-op Area*
- *Zone 2: Subway Mall Area*
- *Zone 3: Esso Mall Area*
- *Zone 4: Family Foods Area*

Community Zone Sponsors Receive:

- Includes Participation fee and all participant promo (if this pertains to your business i.e. you plan on being open during Moonlight Madness)
- *NEW – Get a fire pit provided to your business for the night of MM with s'more supplies provided
- Logo on Sponsorship Signage located at the fire pit area of the sponsored zone
- Recognized as a zone Sponsor on Posters, Passports, Social Media, Clipper Ad



Moonlight Madness Registration

(Please submit by October 1)

Business Name: _____ Contact Name: _____

Phone _____ Cell/Alt. Phone: _____

Email Address: _____

Business Address: _____

Participating in Country _____

Christmas Decorating _____

Contest? (Circle) YES NO _____

Ad/Passport Details (e.g. _____

Draws for free product _____

from 6-9; 25% off, will _____

your sale be Friday only _____

or full weekend, etc.) _____

Please check which applies:

PARTICIPANTS

- Participating Business (Non Chamber Member) \$100
 Participating Business (Chamber Member) \$75

HOLIDAY HANDBOOK ADS

- Full Page \$400 ½ page \$200
 ¼ page \$100 Business card \$50

SPONSORSHIPS

- Premium Event Sponsor (circle one: Horse \$500
Wagon ride / Tractor Shuttle ride / Live Nativity /
Tree Lighting/Snow Hill)
 Zone Sponsor (circle one: \$400
Zone 1 / Zone 2 / Zone 3 / Zone 4)
 Transportation Stop Sponsor \$175

Please check how you will submit payment:

- Cheque by Mail
 E-transfer funds (Include business name in subject) to:
accounting@springfieldcommerce.com
Password: Oakbank
 Please send Invoice by email with payment
instructions

Terms and Conditions

Registration will not be considered complete until payment is received. You will only be guaranteed any print advertisements if payment and registration form are received by Oct. 1 Registration form & payment can be sent to:

- Mail: Springfield Chamber of Commerce, P.O. Box 16, Oakbank, MB R0E 1J0
- Email: info@springfieldcommerce.com

Signature: _____

Date: _____