



Toolkit for Businesses

Get ready for great changes to little Gaetz (50th) Avenue! Pedestrian-friendly streets, new sidewalks, enhanced amenities and beautiful streetscapes are on the way. To remind citizens and visitors that the Downtown is open for business through the summer construction, a \$25,000 marketing campaign has been planned by the Downtown Business Association with input from many downtown entrepreneurs.

This toolkit will help to inform new and repeat customers about downtown transitions, parking and special events, and it will help to offset some of the inconveniences of construction.

Marketing Tactic

You can:

1. littlegaetz.ca

A one-stop website with everything customers need to know – where to park, how to access specific streets as construction progresses and downtown “details and deals”

Submit an ad or profile(s)

Email us an image, a logo and 10 words and get a free ad on the DBA website and Facebook page.

2. Radio Campaign

Take advantage of half-price radio spots on all local radio stations and promote your business in conjunction with the downtown.

Choose a station(s)

Choose a radio station from the “menu” in this package.

3. Shopping Bag Stuffers

Thanking customers for shopping downtown and including key information about parking and littlegaetz.ca.

Use them

Thank customers for coming down!

4. Hoarding Signage

Newly developed signage for hoarding (construction fencing) and way-finding signs with vibrant colours and unique designs.

5. Custom Way-finding

Optional “arrows” pointing into your store to highlight your products and to improve your store’s visibility from the street corner.

Buy a Custom Arrow

Highlight your store with a key service or product for \$25.

6. Window Decals

A static cling to raise awareness all over downtown and to promote “details and deals” section of the website.

Use them

Thank customers for coming down!



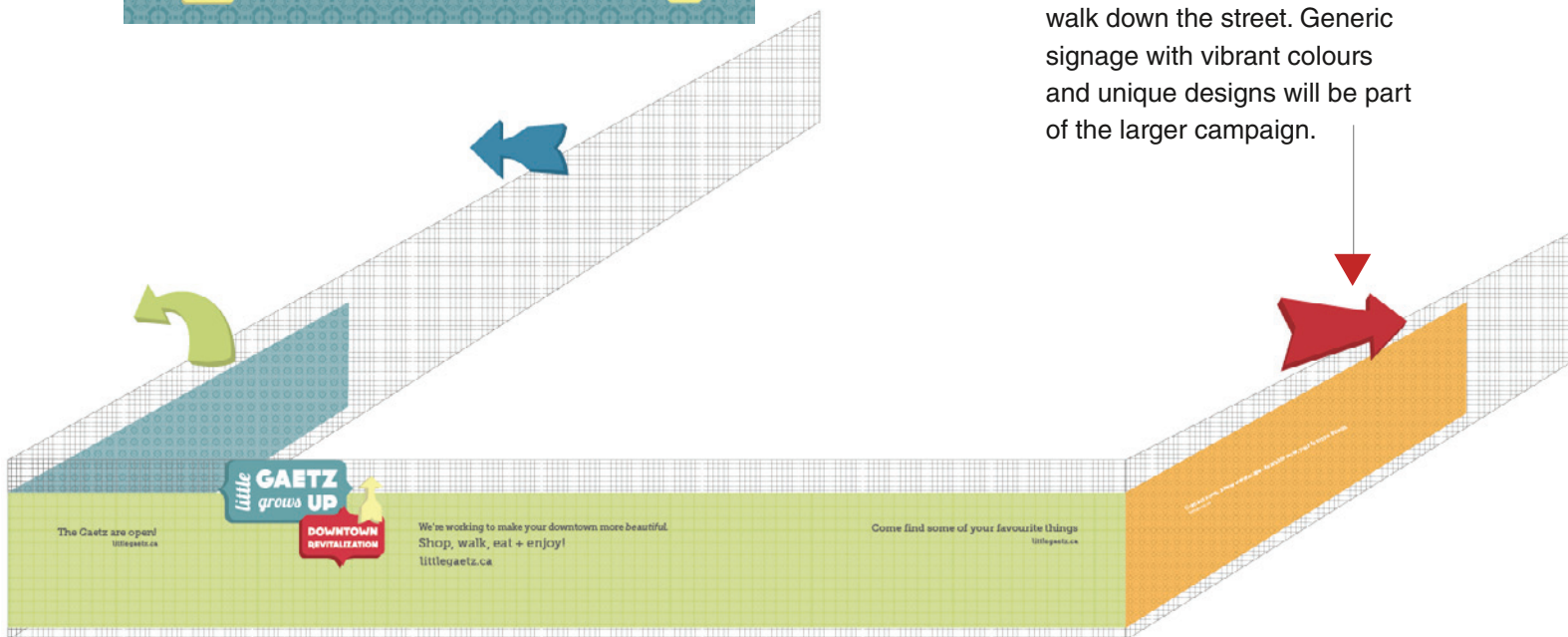
Sample Graphics

Bus Advertising



Custom Arrows

Highlight your store with a key word for \$25. These arrows are key to entice people to walk down the street. Generic signage with vibrant colours and unique designs will be part of the larger campaign.





Way-finding Arrow Options

Choose a word that best describes your best product or service.

For example, if you sell mostly high heel shoes, don't put "flats" on your sign, put "high heels". Promote your number one product and bring more people down the street and into the store.

Yes, I would like to promote my business with a custom wayfinding arrow for \$25



Please use this word:

Please invoice me \$25 for an arrow.

Name: _____ Title: _____

Organization/Affiliation: _____

Address: _____

Daytime Phone: _____ Email: _____

Signature: _____



Radio & Way-finding Options

The DBA has negotiated with radio media to offer you great pricing to promote your business. We will do a 10 second lead-in that would complement your business. For example, if you were a gift store the lead-in would be "Hunt for Treasure Downtown." The lead-in would be followed by a 20 second spot promoting your business.

Below is the 10 Day Campaign 'menu' of opportunities.

Station		Cost	Your Cost
CKGY	3 – 30 Second Spots Daily x 10 days	\$900.00	\$450.00
Z99	3 – 30 Second Spots Daily x 10 days	\$900.00	\$450.00
Big 105	3 – 30 Second Spots Daily x 10 days	\$720.00	\$360.00
106 The Drive	3 – 30 Second Spots Daily x 10 days	\$720.00	\$360.00
Sunny 94	3 – 30 Second Spots Daily x 10 days	\$900.00	\$450.00
The Kraze	3 – 30 Second Spots Daily x 10 days	\$900.00	\$450.00
The River	3 – 30 Second Spots Daily x 10 days	\$600.00	\$450.00

Yes, I would like to promote my business with the Radio Opportunity.

Radio Station(s) _____

For the week starting: June 26th July 3rd July 10th July 17th July 24th
 July 31st August 7th August 14th August 21st

Please invoice me and have a station representative contact me for copy.

Name: _____ Title: _____

Organization/Affiliation: _____

Address: _____

Daytime Phone: _____ Email: _____

Signature: _____