



MEANDER DOWNTOWN

Participate in Downtown Janesville's old fashioned Meander Downtown, Friday, November 6, 4p-8p. Get retail dollars before Black Friday hits!

What is the Meander? An opportunity for all downtown businesses to invite guests in to see just what they are all about. Business may offer sale prices, free gift wrap, or a gift with purchase. Traditionally, each location has had a snack of some sort or a non-alcoholic beverage. Be sure your windows are decorated for the Downtown Janesville Inc. contest (this year's theme is winter holiday movies) as participants will be asked to vote for a people's choice award winner during the event!

Bingo cards will be created with all of participating businesses. Attendees will be asked to provide their name and email so that we can capture those for future event marketing. If a guest gets a blackout bingo (visits all locations on the card) they will automatically win a prize. Other bingo cards will be entered for door prizes.

Cost to participate is \$75 for each business. This includes a robust marketing campaign about the Meander in The Gazette, billboard, TVCLO/VVJVL, Facebook ads, posters for each participating business and an email blast to past downtown event attendees. Bingo Cards will be printed from that fund as well. We created a "Downtown Dollar" to use for the blackout bingo prizes, which attendees will be able to use that in any participating downtown business. DJI will trade dollars spent with you for real money. Additionally, the BID is paying for a trolley for attendees to use from 4-9 pm.

Your commitment is needed by October 5, 2018. Send \$75 and your registration to DJI, PO Box 8081, Janesville, WI 53547.

Business name: _____

Business address: _____

Contact name: _____

Phone/Email: _____

Authorized Signature

Date

