

Back by popular demand is Summit Downtown's second **GIRLS' NIGHT OUT EVENT!!!!** We hope this next one will be even more successful than the October GNO event. We are going to get right to the point and tell you what you need to know...

1. EVENT DATE:

Thursday, April 29, 2010

EVENT TIME:

4:30 - 9:30 PM

REGISTRATION TABLES:

Tables will be set up on Beechwood Road **and** in the Promenade on Springfield Avenue. The purpose of these tables is for attendees to pick up a map /directory indicating where the participating businesses are located as well as for SDI to collect email addresses which we will once again share with you for your own future marketing tactics. In addition, attendees that pre-registered for the event can pick up their prizes at these tables. At these locations, we would also like to hand out information regarding your "special" for the evening (see more information below under MAP/DIRECTORY).

Please note: If you feel your business would not benefit from participating in this event, please consider providing us with some sort of hand out or coupon we can distribute for you that would attract customers to your location during regular business hours.

ENTERTAINMENT:

We are currently in the process of securing entertainment for this event. Once plans are finalized, we will inform you. If you have any suggestions for entertainment, including contact information, please send them to office@summitdowntown.org.

ADVERTISING:

SDI (Summit Downtown, Inc) will be placing ads in area newspapers, on line with the Alternative Press and its own web site, www.summitdowntown.org . A press release will also be written & distributed to all area newspapers and listed online in the Calendar Section of various publications.

All advertising tactics will encourage people to pre-register for this event. All pre-registered attendees will automatically be entered to win a grand prize (please refer to PRIZE SOLICITATION below for more information).

SAVE THE DATE CARDS:

SDI will provide each participating business with "Save the Date" postcards to hand out to your customers, place in shopping bags or to use as a postcard mailing. The "Save the Date" cards will be distributed to you on/about April 1.

POSTERS:

Posters will be distributed to each participating business on April 1 . We encourage you to hang them in a prominent location so that they get noticed!

BANNER:

As is customary with most events, SDI would like to hang a banner for this event across Springfield Avenue. The cost of doing so is \$ [1450.00](#) .

We are **now accepting SPONSORS for the banner**. This offer is on a first come basis with the sponsor's or sponsors' name running across the bottom of the banner. The cost of the banner is \$1,450., **however**, the actual cost will depend on the number of sponsors (for ex., if there are 2 sponsors the cost will be \$725. each). If you are interested in being the banner sponsor for this event, please send an email to: office@summitdowntown.org or call the office at 277-6100.

PRIZE SOLICITATION:

Once again we would like to offer prizes via a random drawing to attendees of the GNO event. We would also like to create a Grand Prize for one lucky winner! If you would like to contribute an item or gift certificate please let us know and please drop off your item by **APRIL 19th to Donna at Sweet Nothings 26 Beechwood Road. Items cannot be accepted after this date so please give some thought to the item or gift certificate now!**

BALLOONS:

SDI will order balloon arrangements to be placed in front of each participating business. This will help identify GNO businesses and also make the downtown look festive. Volunteers have been arranged to pick up the balloons for you and drop them off to you on the afternoon of the event.

MAP/DIRECTORY:

As we did last fall, a map/directory will be produced for the event. In addition, we would like to distribute more information about what the merchants are offering that evening. Please send us your special offer, promotion, freebie, etc. by **April 16** and it will be included with the map/directory.

HERE'S WHAT YOU NEED TO DO :

We encourage you to reach out to your own customers and promote this event thru in store signage, Face Book, Twitter, email blasts, etc.

Offer something enticing to bring customers into your business - a special discount for the night; buy one get one free or half off; cocktails; food; special in store event - trunk show - previews - the sky is the limit you just need to think out of the box!!!

FOR NON-RETAILERS such as realtors, banks, etc:

SDI would love to have you open your doors once again for this fun filled night...we would like to suggest that perhaps you also offer things such as cocktails and munchies...perhaps offer mini seminars such as:

For banks - investement tips or new account incentives

For realtors - tips on prepping a home for sale and partner with local downtown shops to "stage" things in your offices which people can do in their homes.

PARTICIPATION DEADLINE:

If you are interested in being a part of this great night, please respond to this email immediately as we are in the planning stages.

Remember, with your participation response, please let us also know the following:

* Do you want to be a banner sponsor ? **IF SO, PLEASE LET US KNOW BY MARCH 26.**

* Will you contribute an item of gift certificate for the prize drawings? **DROPOFF DEADLINE IS APRIL 19 to Sweet Nothings at 26 Beechwood Road.**

We look forward to hearing from you and to your participation in making this night a BIG hit in downtown Summit!

Marin Mixon, Summit Downtown, Inc.

Donna Puzella, Sweet Nothings

Summit Downtown, Inc.

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