



Madison Central Business Improvement District (BID)

## Promote Your Business to Incoming UW Students AND Parents

### Provide Items for the 2010 Student / Parent Welcome Bags



#### ***DID YOU KNOW?***

- *72% of central downtown residents are students.*
- *UW-Madison students have estimated annual retail and personal service expenditures of more than \$175 million.*
- *Parents & friends of UW students spend \$48.4 million per year in Madison!*

The BID wants to help YOUR business or organization capture some of these dollars!

The BID and UW Admissions will again partner to welcome prospective UW students and their parents to Madison for eleven Friday visits in 2010: January 22 & 29; February 12, 19 & 26; March 12, 19 & 26, and April 9, 16 & 23. Students and their parents will participate in campus programs during the day and will be encouraged to explore downtown that afternoon, evening & weekend.

The BID is putting together **gift bags with coupons, special offers and information from downtown businesses and organizations** (plus the Downtown Map & Guide) to give to students & parents at these visits. Provide items for the BID gift bags and help YOUR business or organization reach these customers and build loyalty among future students and their parents, who are likely visitors to downtown Madison over the next 4 years.

**What to Provide:** 550 coupons, special offers, items or information appealing to incoming UW students + parents. Items must be: a) no larger than an 8 ½ " x 11" flyer, b) good January through end of April '10 (or beyond), and c) usable by those under 21.

**Contact:** Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org) or (608) 443-1976.

**Early Bird Confirmation of Participation:** Friday, December 18, 2009

**Final Deadline to Confirm Participation:** Wednesday, January 6, 2010

**Items Ready for Pick-Up:** Friday, January 8, 2010

**Item Pick-Up:** Mon.-Fri. January 11-15, 2010 (Downtown Ambassadors will pick-up at your business location. All items must be ready for pick-up that week.)