

Downtown Works Week
June 22-26, 2009
www.downtownworkweek.com



**A Celebration
of Working in
Downtown
Madison!**

SPECIAL OFFER / DISCOUNT PROMOTION

Did you know – there are 33,000 downtown employees and office workers, with annual retail and dining sales potential of \$213 million?

Participate in this BID Downtown Works Week (DWW) promotion, and bring customers into your business while showing appreciation for those who work downtown.

Create your own special offer and/or discounts for Downtown Works Weeks participants during the week (June 22-26). It's easy to participate, and your business will get great promotion!

What is Downtown Works Week (DWW)?

This NEW event for 2009 is being organized by Monona Terrace in partnership with the BID, Downtown Madison Inc., the Greater Madison Chamber of Commerce, the Greater Madison Convention & Visitors Bureau, Isthmus, Overture Center for the Arts, Mid-West Family Broadcasting, and more!

It is a weeklong series of events and activities designed to encourage participation by employees and inspire pride in working in Downtown Madison. DWW will be marketed to downtown workers plus general Madison area employees through the event partners.

Events/Activities Include:

- Opening & Closing Ceremonies at Monona Terrace
- Madison's Largest Coffee Break
- "PowerPoint Oke" – Overture Center
- Madison's #1 Happy Hour – sponsored by Isthmus
- Lunchtime Live – Downtown Madison, Inc.
- Magic 98 Best Cubicle Competition
- Mallards Speed Pitch Contest
- MadParkour Urban Obstacle Course
- Extreme Makeover Madison-Style
- Downtown Madison Scavenger Hunt (sponsored by the BID)

How Can My Business Participate?

Create your own special offer or discount available to Madison employees during June 22-26. Remember, the target market is downtown workers (with a large percentage of office/government workers), plus any Madison area employees.

BID member businesses: Complete the sign up form at http://www.visitdowntownmadison.com/news/forms.php?id=683&category_id=2554&subcategory_id=6198 (www.visitdowntownmadison.com > News > Marketing Opportunities)

Deadline to Sign Up: Friday, May 15

608.261.4747
downtownworkweek.com