

Downtown Works Week

June 22-26, 2009

www.downtownworkweek.com

BUSINESS SPECIAL OFFER /DISCOUNT PROMOTION – Page 2

How will I Recognize Downtown Works Week Participants?

Look for the paper clip!

Participants will be encouraged to wear a paper clip (on their lapel, shirt collar, etc.) to get free entry to events and receive special offers/discounts at businesses. If you want, you could also request they show a business card to receive the discount. We encourage you to provide the special offer or discount to anyone who identifies themselves as a Downtown Works Week participant or Madison area employee.

Remember, while the most likely participants are downtown workers, participation is open to any Madison area employee.

How Will My Business/Offer be Promoted?

DWW will be marketed to downtown workers plus general Madison area employees through the event partners and to their memberships. A list of all participating businesses/special offers will be on the Downtown Works Week website starting in early June. The list will be available to DWW participants at the Opening Ceremonies and other events, and the BID Downtown Information Ambassadors will have copies at the Ambassador Booths.

Businesses offering a discount or special offer will be provided with an (electronic) copy of a “blank” Downtown Works Week flier (8.5 x 11). You can insert your special offer description (“Stop in for 2 for 1”) and post the flier in your window.

To Sign Up: Complete enclosed form, or sign up online 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

BID BUSINESS CONTACT:

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Members of Madison's Central Business Improvement District (BID), Downtown Madison, Inc. (DMI), the Greater Madison Convention & Visitors Bureau, and Greater Madison Chamber of Commerce are all eligible to participate in the “Downtown Works Week” discount/special offer, and will be listed on the website. Contact your organization's representative to sign up! You only need to sign up with one organization to participate.