

VIRTUAL

A TMK EVENT ©2020

**GREENWICH
HOLIDAY
STROLL™**

**24 DAYS OF HOLIDAY
SHOPPING & DINING**

DECEMBER 1-24, 2020

GREENWICHREINDEERFESTIVAL.COM

MERCHANTS OPPORTUNITY

**VIRTUAL SHOPPING & DINING CAMPAIGN
FOR RETAIL STORES & RESTAURANTS THROUGHOUT:
GREENWICH * OLD GREENWICH
BYRAM * GLENVILLE * COS COB * RIVERSIDE**

DECEMBER 1 – 24, 2020

**GREENWICHREINDEERFESTIVAL.COM
/GREENWICH-HOLIDAY-STROLL**

**Merchant Deadline:
NOV. 15**

**This Event Proudly Highlights
the Good Work of KIDS IN CRISIS**



OVERVIEW

FOR ALL MERCHANTS THROUGHOUT
GREENWICH * OLD GREENWICH
BYRAM * GLENVILLE
COS COB * RIVERSIDE

TO PROMOTE ALL GREENWICH MERCHANTS AS THE SHOPPING AND DINING DESTINATION DURING THE HOLIDAY SEASON THROUGH A VIRTUAL SHOPPING AND DINING CAMPAIGN, CONSISTING OF ENGAGING SHORT VIDEOS.

IT'S NEVER BEEN EASIER TO LEARN MORE ABOUT THE MANY GREENWICH RETAIL STORES and RESTAURANTS FOR YOUR SHOPPING AND DINING NEEDS THIS HOLIDAY SEASON THROUGH THIS EVENT:

Each participating merchant to have 2 different, 1 to 1.5 minute videos created by the merchant or produced with the help of TMK's Team.

Over 100 merchants (retail stores and restaurants), 200 videos featured on, <https://www.greenwichreindeerfestival.com/greenwich-holiday-stroll/>

5 to 8+ retail store or restaurant videos featured daily, December 1 – 24, via event website, dedicated daily e-blasts, media partners and all social media platforms (Facebook, Instagram and a new Greenwich Holiday Stroll YouTube channel).

PRODUCE YOUR OWN VIDEOS OR THE TMK TEAM WILL ASSIST AS NEEDED AND MEET AT YOUR STORE TO CREATE YOUR TWO VIDEOS.

VIRTUAL CAMPAIGN:

What To Feature In Your Videos:

- Virtual Tour of Your Store.
- Merchant/Shop Owner/Staff showcasing Holiday offerings, and unique engaging approaches to Holiday shopping which, this year, is more important than ever!
- In-store personal shopping appointments and small group shopping appointments.
- Curb-side Pickup & Home Delivery.
- Direct people to purchase Gift Certificates on your website.
- Creatively promote your Products, Services and Team Members.

How to Create Your Videos: (THESE STEPS MUST BE FOLLOWED FOR A SUCCESSFUL VIDEO)

- Horizontal frame only.
- :60 sec. to :90 sec. content maximum
- Loud voice volume. Cancel out all background noise.
- Fast pace dialogue and smile.
- Does NOT have to be with the owner. Whoever has the highest energy should be the one on camera.
- Close range – people should be no more than 4-5 feet away from the camera.
- Food and products – both tight shots (food) and long range (spaces and multiple products).
- Well-lit space.
- Intro and closure(short). More content than “selling.”
- Branding in frame at some point.
- Great to wear branded clothing/uniform

DEADLINE:

2 different, 1 to 1.5 minute videos to be created and produced **by November 15, 2020.**

Featured Daily Videos will be chosen on a first-come, first-served basis, starting Dec. 1 through Dec. 24.



MEDIA & PROMOTIONAL PLAN & STRATEGIC PARTNERS

HOW THE EVENT and YOUR VIDEOS WILL BE PROMOTED:

- Comprehensive Public Relations Campaign to publicize and promote the event, which includes print and digital calendar listings.
- Comprehensive Advertising Campaign with Media Partners listed below and possible other media outlets. This includes print and digital ads.
- All videos will be featured on, <https://www.greenwichreindeerfestival.com/greenwich-holiday-stroll>
- All videos will be featured on Social Media; Facebook, Instagram and YouTube.
- A unique and valuable partnership with Moffly Media / Greenwich Magazine to promote all videos via social media platforms and ALL merchant videos will be featured on GreenwichMag.com, Dec. 1–24.
- Dedicated daily e-blasts featuring 5 to 8+ merchant videos.

PREMIER MEDIA SPONSORS:



GREENWICH TIME
STAMFORD ADVOCATE

Connecticut
magazine

MEDIA SPONSORS:



(More Media Partners Pending)

SOCIAL MEDIA:





MEDIA & PROMOTIONAL PLAN

OVER \$150K VALUE IN MEDIA COVERAGE

ADVERTISING	DATES	MEDIA	IMPRESSIONS / VIEWERS / FOLLOWERS
Moffly Media - PRINT Greenwich Magazine Stamford Magazine Westport Magazine New Canaan / Darien Magazine Fairfield Living Magazine	Nov.&Dec. Nov./Dec. Nov./Dec. Nov./Dec. Nov./Dec.	2 Full pg ads Half pg ad Half pg ad Half pg ad Half pg ad	12,500 12,500 15,000 10,000 10,000 10,000
Moffly Media – DIGITAL RSVP Yes! E-Newsletter Inclusion in the online calendar highlights Promote all Merchant Videos on Facebook, Instagram & GreenwichMag.com Additional Social Media Posts Event Ad on GreenwichMag.com	Nov. & Dec. Nov.-Dec. Throughout Dec. Nov.-Dec.		16,500 16,500 TBD TBD TBD TBD
NEWS 12 CT BROADCAST CABLE DIGITAL			450,000 3.2M
Jen Danzi – DIGITAL 6 Dedicated Email Blasts throughout Sept., Oct., Nov. & Dec.	Sept. – 1 Oct. – 1 Nov. – 2 Dec. – 3		10,000 + 10,000 + 20,000 + 30,000 +
Shorelines Illustrated – DIGITAL Advertising, Editorial and E-Newsletters			19,600 +
Greenwich Time – PRINT ADVERTISING	Nov.-Dec.	Greenwich Time The Advocate	2844 4484
Greenwich Time – DIGITAL ADVERTISING	Nov. Dec.	GrwchTme / Stm. Adv. GrwchTme / Stm. Adv.	2.2M /3.74M pgviews/mo. 2.2M /3.74M pgviews/mo.



MEDIA & PROMOTIONAL PLAN

OVER \$150K VALUE IN MEDIA COVERAGE

ADVERTISING (CONTNUED)	DATES	MEDIA	IMPRESSIONS / VIEWERS / FOLLOWERS
WEBE 108 (BROADCAST RADIO & DIGITAL)	October November	Digital Radio & Digital	38,000 +
WAG Magazine – PRINT Fairfield County Business Journal – PRINT Westchester County Business Journal - PRINT	October	Full page ad	25,000 +
WAG Magazine – DIGITAL Fairfield County Business Journal – PRINT Westchester County Business Journal - DIGITAL	October	Half page ad + Editorial	25,000 +
Natural Awakenings Magazine – PRINT Natural Awakenings Magazine - DIGITAL	October October	Editorial/Calendar Listing	25,000 + 9,000 +
Macaroni Kid – Westport to Greenwich Online Edition – DIGITAL Weekly Website and E-Newsletter	Nov. – Dec. Nov. – Dec.		3,000 families weekly
Kids Out And About & BeyondtheNest.com - DIGITAL Fairfield County Westchester County	Nov. – Dec. Nov. – Dec.		4,200 families 6,200 families
Connecticut Magazine	Nov. Dec.	Half page ad Half page ad	45,000 45,000
Money Mailer of CT and NY	Nov.	Half pg color ad /direct mail flyer	20,000 ⁵



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PUBLIC RELATIONS	DATES	MEDIA	IMPRESSIONS / VIEWERS / FOLLOWERS
Event Calendar Listings - DIGITAL	Sept.	40 + online sites	4M+
Event Calendar Listings – PRINT	Sept. – Dec.	Longer lead shorter lead print publications	500,000
Event Press Releases - DIGITAL	Oct. - Nov.		3M+
Event Press Releases – PRINT	Oct. & Nov.		500,000
SOCIAL MEDIA	DATES	MEDIA	IMPRESSIONS / VIEWERS / FOLLOWERS
https://www.facebook.com/GreenwichReindeerFestival/	Oct. - Dec.		7,492
https://www.instagram.com/greenwichreindeerfestival/	Oct. - Dec.		683
Event YouTube Channel	Oct. - Dec.		TBD
List Hashtags – ask Merchants to use these hashtags when they post.	Oct. - Dec.		TBD
Influencers & all participating merchants social media reach	Oct. – Dec.		TBD
PROMOTIONAL MATERIAL	DATES	MEDIA	IMPRESSIONS / VIEWERS / FOLLOWERS
Event Website			12,000 / wk x 6 = 72,000
TOTAL MEDIA SPONSOR REACH:			21,000,503 +



MERCHANT REGISTRATION FORM

THIS REGISTRATION FORM IS ALSO AVAILABLE ONLINE AT:
<https://www.greenwichreindeerfestival.com/cart>

- YES**, we would like to confirm our participation in **VIRTUAL GREENWICH HOLIDAY STROLL, December 1 – 24, 2020**. All merchants throughout Greenwich, Old Greenwich, Byram, Glenville, Cos Cob and Riverside.
- Retail Store and Restaurant Participant = \$100**
YES, we will create and produce our two different, 1 - 1.5 min. videos before Nov. 15.
 - Retail Store and Restaurant Participant = \$150**
YES, we'd like the TMK Team to assist us in producing our two different, 1 – 1.5 min. videos before Nov. 1.
Suggested Date to Create 2 Videos at Your Store: _____

Please complete the following information:

Company Name: _____

Contact Name: _____

Signature: _____

Email: _____ Work Phone: _____

Greenwich
Business Address: _____ City _____ State _____ Zip _____

Business Website: _____

Bus. Hours of Operation: Monday – Friday _____ Saturday _____ Sunday _____

PAYMENT: PAY BY CREDIT CARD ONLY (3.7% Credit Card Processing Fee)

Please provide credit card information: ___ Visa* ___ MasterCard* ___ AMEX*

Name as it appears on card: _____

Credit Card Number: _____

Expiration Date: _____ Security Code: _____ Zip Code of CC Holder: _____

Please FAX or EMAIL completed form to (203) 532-5696, Tamara@TMK-EventMarketing.com

All Sales Final. No Refunds. If the event is cancelled due to natural disaster (i.e. hurricane conditions), I will not hold TMK Event Marketing liable for any purchases made specifically for the event or the staffing commitments made for the event.

Created and Produced by





CONTACT

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<https://www.greenwichreindeerfestival.com/cart>

For more information about Merchant Opportunities, please contact:



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