

## **Gardens of The Magnificent Mile® “A Magnificent Summer” Categories and Ideas for Participation**

*Below are just a few ideas to get you started!*

### **1. “A Magnificent Summer” Getaway Package**

Partner with fellow members to create package offers, such as:

- An overnight stay and a day at an attraction or museum
- An overnight stay and dinner/breakfast package
- Dinner and entertainment package
- Ultimate summertime city tour (package of multiple tours)

### **2. Fourth of July Celebrations**

Take advantage of the holiday traffic and drive eager consumers into your store with specials created specifically for the Fourth of July weekend.

- A dinner cruise with fireworks
- Barbeque-themed dining offer valid only during the Fourth of July weekend
- Family oriented activities celebrating the holiday

### **3. Music and Culture**

This summer, The Magnificent Mile in partnership with Walgreens will host three outdoor summer concerts featuring top musical artists. Join us in celebrating music and culture!

- Events incorporating live musical entertainment
- Museum exhibit openings
- Concerts
- Cultural tours
- Architecture themed activities

### **4. Magnificent Summer Fashion**

From extraordinary fashion experiences to can't miss promotions and sales.

- Trunk shows
- Summer promotions and sales
- Fashion shows
- Personal shopper experience
- Partner with another business (eg: shop for that special dress for your evening of dinner and theatre)

### **5. Outdoor Summer Fun**

Everyone loves to be outside in the summer. Do you have an activity or event that takes advantage of the great outdoors?

- Bike, walking, bus, etc. tours
- Sporting event
- Event on your restaurant's terrace/patio

### **6. Summer Date Night**

Partner with another member business to create the perfect date (day or night).

- Romantic dinner and dessert for two

- Fun summer activities perfect for two
- Dinner and entertainment package for two
- Summer outdoor day date

## **7. Kid-Friendly in the City**

Highlight your kid-friendly activities in celebration of summer.

- Special activities for kids within your business
- Price break for kids with paying adult (restaurants, museums, etc.)
- Highlight your kid-friendly restaurant, hotel, store, attraction, etc. with a special offer
- Kid-centered hotel packages

## **8. A Taste of Summer**

What would summer be without fabulous outdoor dining, fresh summer produce, grills, ice cream treats and fun summer cocktails? Highlight your sweet and savories this summer!

- Hot off the grill
- Girlfriends night out – divine dessert and cocktail pairings
- Summer cocktails happy hour
- Foodie pairings/dinners/events
- Great outdoor patios/terraces
- Seasonal brunch menu

## **9. Summer Savings**

Have a special offer or savings? Promote your “summertime savings” here!

- Book Two Nights, Get the Third Night Free
- Buy One/Get One Free
- Percentage Off Savings
- Gift with Purchase



## **Gardens of The Magnificent Mile® Tools for Participants**

Thank you for your participation in Gardens of The Magnificent Mile®. Below please find additional information and tools to promote your business and help you create a successful Gardens experience!

### ***Tips for Success***

Highlight your Gardens offer/event on your website and in your social media and PR efforts.

Promote your Gardens offer/event to your existing customers with an eblast or newsletter call-out.

Use check inserts to promote the Gardens campaign and your special offer/event.

Partner with another member business to increase your direct outreach.

Be creative in the promotion of your Gardens on The Magnificent Mile offers and events. Work together to develop new and strengthen pre-existing relationships to drive traffic to The Magnificent Mile and all businesses this spring!

### ***Additional Information***

Gardens on The Magnificent Mile participants will be promoted through [www.themagnificentmile.com](http://www.themagnificentmile.com), PR efforts, social media, consumer e-blasts, sweepstakes, desk drops, GNMAA member outreach and more!

Official site: [www.themagnificentmile.com](http://www.themagnificentmile.com)

Requests for the Gardens logo and The Magnificent Mile logo can be sent to [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com).

Questions? Contact Melanie Mapes, Communications Manager at (312) 344-2317 or [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com)