



LIGHTS FESTIVAL PROMOTIONAL OPPORTUNITIES 2010 SUBMISSION FORM

Plans are already underway for Chicago's most anticipated event of the year – **The 19th Annual Magnificent Mile Lights Festival® presented by Harris on November 20, 2010.** With close to a million consumers expected at this year's festival and more throughout the holiday season, The Magnificent Mile promises to be a spectacular destination for the holidays!

How Your Business Will Be Marketed

We encourage you to submit a holiday-themed offer to drive traffic into your business as part of The Magnificent Mile Lights Festival presented by Harris. This benefit is complimentary to GNMAA members. These will be promoted, as determined by the Lights Festival committee, through the following opportunities:

- **Magnificent Mile Holiday Activity Guide:** Features member offers and activities, as well as a map listing distributed to day-of-event attendees (Quantity of 30,000)
- **TheMagnificentMile.com:** Features all member offers and activities listed with live web link (2010 November web traffic 185,000 unique users)
- **Branded E-blasts:** Highlighted member offers will be distributed to consumer (10,000), GNMAA (1,700) and concierges
- **Social Media:** Promotion of member businesses on Facebook (The Magnificent Mile) and Twitter and Foursquare (FeelMagnificent)
- **Public Relations:** Inclusion in strong PR outreach and press releases, coordinated by WKPR, LLC.

Attract Consumers to Your Business

Take advantage of this complimentary benefit and submit your special offer or activity for promotion during the 2010 Magnificent Mile Lights Festival presented by Harris. Make your business stand out by offering a unique or fun activity, such as holiday cookie decorating and strolling carolers, or wow visitors with a can't resist discount. The more innovative your offer, the more likely your business will stand out for promotion! **We will only include promotions that feature a holiday activity or a special offer in printed publication. Individual listings for gift certificate sales, promotions of individual businesses that do not offer a discount or activity or listings for New Year's Eve celebrations, will be promoted on our website only.** We encourage you to extend your promotion throughout the entire holiday season, November 1 – December 31, 2010.

Promotions that our consumers redeemed and enjoyed include:

- ★ Best Western River North Hotel had a complimentary gourmet hot chocolate and homemade cookies the evening of Lights Festival
- ★ Swissôtel Chicago featured a scrumptious "Chocoholic" overnight package with a Chicago Chocolate Tour for two, warm brownies and hot chocolate, chocolate fondue and late check-out
- ★ Chicago Trolley & Double Decker Co. provided a "hop-on, hop-off" tour of Chicago including complimentary treats from Garrett's Popcorn and Hershey's Chicago
- ★ Water Tower Place offered a complimentary holiday autograph book with coloring pages to the first 1,000 visitors
- ★ P.J. Clarke's offered free coffee and half-priced desserts
- ★ The Elysian hosted Lights Festival guests in their courtyard with gourmet goodies and hot chocolate, plus holiday musical entertainment
- ★ Bloomingdale's Home & Furniture Store hosted a kids holiday cookie decorating experience
- ★ The John Hancock Observatory featured free admission for children with a paying adult



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*Please complete the following information to be considered for promotion during
The Magnificent Mile Lights Festival presented by Harris and the holiday season.*

Name of Business: _____

Official Name of Lights Festival Offer/Activity: _____

Section Category (circle one): **DINING** **ENTERTAINMENT** **HOTEL** **SHOPPING** **SPA** **OTHER**

Age Appropriate Category (circle one): **ages 3-12** **ages 13-19** **ages 20-40** **ages 50-80** **all ages**

Address (location of event): _____

Phone (public will call this number): _____

Website Address: _____

Admission Price (if any): _____

Description of Offer/Activity in 50 words or less (More than 50 words will be edited):

Offer Valid (circle one): **Weekend of Festival** Saturday & Sunday, November 20 – 21, 2010

Holiday Season November 1 – December 31, 2010

Add your own dates: _____

*Please complete. Information will **NOT** be publicized – to be used by GNMAA staff.*

Contact Name / Title: _____

Phone number: _____ Email: _____

ALL SUBMISSIONS DUE BY SEPTEMBER 13, 2010!

Please e-mail your submission form to mmapes@gnmaa.com or fax to (312) 642-3826.
Questions, contact Melanie Mapes at (312) 344-2317 or mmapes@gnmaa.com.