

TOAST on The Magnificent Mile

“Celebrate Life’s Moments”

February 1 - 28, 2010



✦ Drive Traffic into YOUR Business this February

TOAST on The Magnificent Mile presented by Moët & Chandon is a month-long celebration in The Magnificent Mile district featuring champagne and celebration themed offers and events, plus Saturday night winter fireworks at 6:30pm! The campaign takes place February 1 - 28, 2010. All GNMAA members are invited to participate with their own special offer or event.

✦ Consider the Following 2009 Success Stories

Burberry hosted a weekend “shop and sip” featuring a handbag give-away, resulting in a sales increase of 130% Saturday and 50% Sunday.

Affinia Chicago Hotel received over 2,000 referrals from the TOAST website, resulting in 118 room nights booked.

Chicago Chocolate Tours created a custom chocolate and champagne tour that enjoyed exposure on CNN.com and helped to generate a record February.

✦ Develop these Ideas or Create Your Own

- Host a special champagne tasting dinner.
- Offer a “celebratory discount” for a specific product.
- Create a relaxing champagne and spa package.
- The options are endless!

Visit www.gnmaa.com/marketing/TOAST for more ideas and participation information.

For your complimentary listing, please fill out the form below and return to Melanie Mapes via fax (312.642.3826) or via email (mmapes@gnmaa.com) at your earliest convenience and no later than **Monday, January 11, 2010**.

Name of Business: _____

Official Name of Offer/Activity: _____

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

Address (location of event): _____

Phone (public will call this number): _____

Website Address: _____

Admission Price (if any): _____

Description of Offer/Activity (in 40 words or less). More than 40 words will be edited.

Offer/Event Valid (circle one): Entirety of Campaign (February 1 - February 28, 2010)
Add Your Own Dates: _____

Please complete. The following information will NOT be online – to be used only by GNMAA staff.

Contact Name/Title: _____

Phone Number: _____ Email: _____