

Tulips on The Magnificent Mile® Categories and Ideas for Participation



1. Mother's Day Weekend Activity

Celebrate Mother's Day Weekend with a special mom-centered activity.

- Mother's Day Brunch
- Special activity with a daughter or son
- Spa pampering package
- “Girls Night Out” with Mom or “Moms Night Out”
- “Shop for your Mom” retail package
- Mother appreciation event

2. Spring Fling in the City

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 or breakfast package
- Dinner and entertainment package
- A day of shopping (special retail offers) followed by a visit to an attraction or museum
- Outdoor activities that celebrate spring in the city
- Ultimate springtime city tour (package of multiple tours)

3. Tulip-Themed Menu Item, Drink, Event, etc.

Provide your guests with the ambiance of “tulips, tulips, tulips” across the district, inside and out.

- Cocktail hour featuring a “Tuliptini” or “Mint Tulip”
- Morning or afternoon “Tulip Tea” with specialty Dutch desserts
- Fresh tulips or tulip chocolates at turn-down
- Kiddie cupcakes decorated with tulips

4. Springtime Savings - “Free With Purchase”

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

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

5. Spring Date Night

Spring and romance are in the air! Partner with another member business to create the perfect date (day or night).

- Romantic dinner and dessert for two
- Fun spring activities perfect for two
- Dinner and entertainment package for two
- Spring outdoor day date

6. Kid Friendly Activity

Highlight your kid-friendly activities in celebration of spring.

- 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

7. Spring Prix-fixe Menu

Drive traffic to your restaurant with a special Spring Prix-fixe Menu! Choose your timing and price. Partner with other restaurants or develop your own special, spring menu!



Tulips on The Magnificent Mile® Tools for Participants

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

Tulips Official Marketing Copy

Every spring, The Magnificent Mile® celebrates the bloom of hundreds of thousands of vibrant tulips. Enjoy a stroll amongst the fabulous tulip beds during a day of shopping and take advantage of magnificent special offers in hotels, restaurants, spas and other attractions. Visit The Magnificent Mile and enjoy floral themed activities, take part in a magnificent tulip bulb give-away and be one of the first to see “Tulipa Maggie Daley”, a tulip named after Chicago’s First Lady, Maggie Daley! Come experience all that spring has to offer on One of the Great Avenues of the World.

Tips for Success

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

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

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

Partner with another member business to increase your direct outreach.

Create a strong Tulips presence in member businesses by incorporating fresh tulips in your floral displays.

Be creative in the promotion of your Tulips 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

Tulips on The Magnificent Mile participants will be promoted through www.themagnificentmile.com, PR efforts, social media, consumer e-blasts, sweepstakes, desk drops, GNMAA member outreach and more!

Official site: www.themagnificentmile.com

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