



BUSINESS OPPORTUNITY

NOV. 25 – DEC. 30, 2018

FREE HOLIDAY PROMOTION OPPORTUNITY

Back by popular demand, Downtown Dazzle is creating a Dazzling Deals Book to promote businesses during the holiday season. Your Downtown business can be included for FREE!

Downtown Dazzle is a collaborative effort of The Downtown Council, Visit KC and more to draw visitors and residents from across the region to explore the unique shops, restaurants, events and other holiday programs Kansas City has to offer. The campaign will run from Nov. 25 to Dec. 30.

The deals booklet will be promoted on all of Dazzle's digital platforms and will be distributed for free to consumers at events and from distribution points such as Visit KC's Visitor Center and Crown Center's Customer Service.

Your business can be featured in our booklet by offering a special deal or discount exclusive to Downtown Dazzle.

BOOKLET OFFER GUIDELINES

- Must be available throughout the entire duration of the event (Nov. 25 - Dec. 30)
- Exclusive to booklet holders
- One offer per purchase or visit (*and other disclaimers as you deem*)
- *Examples: A Dazzle exclusive drink, product or dish, BOGO Entrée, \$5 off purchase & 25% off first drink*

WHY SHOULD YOU PARTICIPATE?

- Increased traffic and awareness for your business. Distribution of 3,000 + books
- Participant listings on Downtown Dazzle's website and event marketing materials
- Promotion via the Downtown Dazzle social media channels: Facebook, Instagram and Twitter
- Inclusion in press releases and other coverage of the event where possible

DOWNTOWN DAZZLE DEALS BOOK REGISTRATION

Please fill out all information below to be included.

Business Name _____

Address _____ Business Hours _____

Exclusive deal or product (two sentences max) _____

Contact Name _____ Contact Email _____

Please email your logo to myunk@visitkc.com be printed in the deals book.