

## **DOWNTOWN DIVA CRAWL**

**November 18, 2011**

We hope you will join us to welcome women shoppers to a night out in Downtown Lynchburg! Please consider remaining open from 5:00 p.m. to 8:00 p.m. on Friday, November 18th for the hundreds of shoppers and diners that will descend upon Downtown.

- Offer an in-store discount, special or promotion for Divas
- Give a door prize (\$25 value) for participating Divas that visit a minimum number of downtown businesses
- Participating businesses will be featured on event posters, on [www.downtownlynchburg.com](http://www.downtownlynchburg.com), Living in the Heart of Virginia and in an issue of the Downtown Leader distributed to more than 45,000 households.

The deadline to return the participation form, confirm your participation and be included in all marketing materials is **Friday, October 7, 2011.**

### **DETAILS:**

-The DOWNTOWN DIVA CRAWL will be Friday November 18, 2011 from 5:00 p.m. to 9:00 p.m. If you are planning to participate, please remain open the entire evening.

-We will be providing black and white reusable tote bags to the first 500 women. Bag pick up will be in the parking lot of the Community Market starting at 4pm. We are filling these bags with different items in each. Some will have rings, or mardi gras beads.

-Each bag will contain a sheet of paper listing each business that is participating along with their address and a map showing where you are located. The women must come to your store to have their paper stamped (we will provide you with the stamp) in order to enter to win door prizes at the after party. The number of businesses that participate will determine how many places each person has to visit and get a stamp to be entered to win.

**NEW THIS FALL:** Lynch's Landing will create a discount card for each DIVA that will correspond to a list of business offers published both online and in each Diva bag. We hope that this will help to alleviate the printing costs for participating businesses for individual bag inserts. The cards will expire on April 1, 2012 so your shopping discounts or promotions will work through the winter. *(These promotions can change! Just email us your changes periodically and we'll update the website).*

### **ADVERTISING:**

-We will have posters and postcards printed to advertise the event. The posters will list each business that is participating. Stacks of the postcards will be given to hand out in each participating business.

-We will also be advertising this in the Downtown Leader that will come out in the newspaper 1 week prior to the event. This goes to 45,000 homes.

-We will tape a segment on Living in the Heart of Virginia on WSET to air the week of the event.

**Questions? Please contact us.**

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