

# 'Fall' for Small Town Shopping Tour

## October 16 – November 12, 2017



The small towns of Middlesex County are filled with unique stores and quaint shops offering something for everyone. The 'Fall' for Small Town Shopping Tour is a joint marketing and promotional effort to

leverage the unique collection of stores that make our towns a destination for shoppers. A coordinated shopping experience, the 'Fall' for Small Town Shopping Tour will bring customers to your door, many for the first time!

Join fellow merchants in attracting customers to experience the small town charm and one of a kind bargains.

### Benefits to Your Business:

1. Free advertisement in municipal publications
2. Enhanced visibility on social media
3. Inclusion in the Fall Shopping Tour Map

### Join the Shopping Tour...It's Free!

Step 1: Review the Membership Criteria

Step 2: Complete the Participant Agreement

## Dates: Oct. 16-Nov.12, 2017

For more information on the Fall Shopping Tour:

Justin Dias, Economic Development and Communications Officer, 519-294-6244 x 220 or [justind@northmiddlesex.on.ca](mailto:justind@northmiddlesex.on.ca)



Township of  
Lucan Biddulph



### Passport & Map

As a participant, your business will be featured on the 'Fall' for Small Town

Shopping Tour Map and Passport.



### Municipal Websites

Receive exposure on three web pages!

Lucan Biddulph,

Middlesex Centre and North Middlesex have dedicated pages to the tour and will feature information about participating businesses.



### Social Media

Participating businesses will benefit from regular promotion on municipal social media accounts including Facebook

Twitter and Instagram.

### Event Promotion and More

The 'Fall' for Small Town Shopping Tour will benefit from advertisements at a number of local events. Whether it be local home show, fall fair, conference or business networking meetings, the passport will be displayed and distributed at events throughout the fall to promote the shopping tours. Merchants will also benefit from added incentives for customers including prize draws for those who complete the tour!

**Look out for more shopping experiences in 2018!**

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# 'Fall' for Small Town Shopping Tour – Participant Agreement

## Participant Responsibilities:

- Stamp passports of customers
- Collect completed passports or direct customers to closest municipal office to deposit completed ballots
- Have copies of the passports on hand for customers
- Track the number of customers presenting passports during the tour dates
- Ensure relevant front line staff is aware of the Tour and procedures for passport stamping and tracking.

## Municipal Responsibilities:

- Promote the Shopping Tour and participating businesses through a variety of media platforms.
- Administer prize draw(s) used as an incentive to customers.
- Printing and distributing passports to participating retailers and other points for customer pick-up

## Participant Information:

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

I. Do you currently have a business Facebook page? YES or NO (please circle)

II. Would your business like to donate a \$25 gift certificate for a prize draw and receive additional promotion and featured status among participating retailers? YES or NO (please circle)

As a participating business on the 2017 'Fall' for Small Town Shopping Tour,

\_\_\_\_\_ agrees to honour the above listed responsibilities.

Signature of Business Owner/Representative: \_\_\_\_\_.

**Completed forms should be mailed or dropped at your local municipal office by September 11, 2017. Forms can also be scanned and emailed to [justind@northmiddlesex.on.ca](mailto:justind@northmiddlesex.on.ca)**

Presented By:

