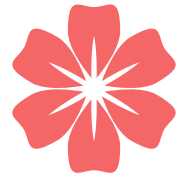




MAY DAYS
EVERY DAY IN MAY



UNPACK SPRING

INFORMATION KIT

WHAT IS MAY DAYS?

May Days was developed in order to encourage people to get out and enjoy the beautiful weather spring brings. It is all about encouraging people to head downtown and support local.

WHAT'S NEW?

We're introducing a new element to May Days! We're encouraging businesses to offer an unique customer experience every Saturday during the month of May! Each participating location will host a pre-scheduled unique customer experience. **These experiences could include a fashion show, product partnership, clinic, workshop or demonstration.** These experiences should be approximately 20 - 40 minutes in length. Each time slot will be 1 hour in length to allow travel time.

WHEN IS THIS HAPPENING?

Every Saturday in May. Please choose your time slot and up to two Saturdays you would like to participate. Time slots will be filled on a first come, first serve basis so register early to ensure your chosen slot.

Saturday May 5 th	Saturday May 12 th	Saturday May 19 th	Saturday May 26 th
11am	11am	11am	11am
12pm	12pm	12pm	12pm
1pm	1pm	1pm	1pm
2pm	2pm	2pm	2pm
3pm	3pm	3pm	3pm
4pm	4pm	4pm	4pm

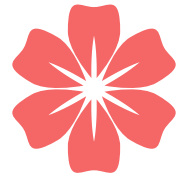
IS THERE A CHARITY COMPONENT?

Downtown Barrie has teamed up with a Cope Service Dogs to help promote and support the event. Cope Service Dogs mission is to provide a remarkable education program that engages communities and empowers students and others in the training of service dogs that will transform the lives of people with disabilities. More info on how they do this is available at copedogs.org.

We are asking that each participating location agree to make a \$20 Cash donation to on behalf of the Downtown Barrie (BIA) to the May Days Event Charity - Cope Service Dogs.



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HOW DO YOU PARTICIPATE?

- Agree to provide an unique 20 - 40 minute customer experience during a time slot, of your choosing, for up to two Saturdays
- Agree to donate a minimum of \$20 Cash on behalf of the Downtown Barrie (BIA) to the May Days Event Charity.
- Dedicate a staff person to be available during the scheduled time to interact with customers
- Utilize the provided Social Media Kit to promote your unique customer experience
- Support neighbouring businesses on social media by liking/tweeting/sharing others posts

WHAT IS IN IT FOR YOU?

- Event Collaterals (rackcards, posters, window stickers, buttons, etc.) to drive customers to the Downtown
- Social Media coverage on Downtown Barrie's dedicated social media May Days campaign. As well as, your own May Days Social Media Kit to promote the event with your follows and to link your business to Downtown Barrie's social Media activity
- Kick-off press conference

DID WE CONVINCE YOU?

Join us to Unpack Spring! Let us know you're interested by completing the entry form below and emailing it to us at info@downtownbarrie.ca.

Business Name:

Contact Name:

Customer Experience Type (including approximate time):

Please choose your time slot and up to two Saturdays that you would like to participate.

Time slots will be filled on a first come, first serve basis so register early to ensure your chosen slot.

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