



## The New Prague Chamber and Member Businesses present Ladies Night ...Out on the Hunt!

We invite all Chamber member businesses to participate in our 2019 Ladies Night Out event on **Thursday, October 3rd** from 5 pm - 8 pm.

### GOAL

In preparation for the upcoming HWY 19 road construction, we would like to familiarize shoppers with alternate business access points including side doors and back alley's along Main Street. And, of course, to SHOP LOCAL among **ALL** participating businesses in New Prague.

### DETAILS

The ladies of New Prague will be going on a scavenger hunt through New Prague in search of great deals to purchase from your businesses!

All pre-registered shoppers will be entered to win \$100 in New Prague Czechs to be used during the event. Shoppers will also have an opportunity to use clues given at each business to find unique items hidden in various locations in and around your business (ex. inside your store, near alley access doors and side entrances) for another chance at a prize! Finally, we will assign each participating business a number that will not be advertised before the event. Shoppers must visit your business to find out if they have the matching number on their wrist band given at check-in for an additional prize (1 winner per business; prize is TBD). It's sure to be a fun night for all!

Note: This event is not specific to Main Street businesses, **ALL** businesses are welcome to participate. However, if you are located on Main Street, we will try to find an area to hide your item near an alternate access door if you have one. We also encourage you to use this opportunity to tidy up your alley ways for your guests :)

### COST

Members: \$90 + \$10 gift card = \$ 100 total

Non-members: \$140 + \$10 gift card = \$ 150 total

## PERKS

- Local newspaper advertising
- Mentions on KCHK radio
- Sponsored social media advertising
- In-Kind Sponsorship swag bag opportunities (see link below)
- Promotion in What's Hot Wednesday email blast and newsletter
- Event promotion during the 35th Annual Dozinky Festival
- A digital event logo to use for advertising, if desired.
- Program/postcard listing you as a participating business inserted into swag bags
- Online event registration
- It will be a ton of fun!

## NEXT STEPS

- Determine a specific discount or promotion you'd like to offer during the event.
- Decide if you will provide any type of refreshment(s) for your guests (alcohol is discouraged without proper licensing).
- Download and **complete** the registration form below by **Tuesday, August 20th.** Please have all items filled in before submitting.
- Download/review in-kind sponsorship information and deliver items to the Chamber office by *Friday, September 6th*, if you choose to participate.
  - In-Kind sponsorship opportunities are also open to Chamber members who are **not** planning to participate in Ladies Night Out!

## QUESTIONS?

- Call Brooke or Amber at the Chamber office at 758-4360
- Email: [bsticha@newprague.com](mailto:bsticha@newprague.com) OR [afischer@newprague.com](mailto:afischer@newprague.com)
- Stop in the office - 101 East Main Street - We enjoy visitors! :)

We look forward to the event and hope you'll consider participating!



Sincerely,

The New Prague Chamber of Commerce