

Blind River
Moonlight
Madness
2021

Merchant Information Package

The Blind River and District Chamber of Commerce is pleased to invite you to participate in our annual Moonlight Madness event for 2021. Let's work together – when the business community pulls together, everyone wins! This is a participation based event, participation is critical for the event to succeed.

When: Friday, November 19th 2021 – Saturday, November 20st 2021

For the annual Moonlight Madness event, we have taken into consideration the impact of COVID-19 on our local merchants and community. As it was a great success last year, we are running the event over the span of two days to give customers the opportunity to shop on their preferred day. This means that there will be less crowding in stores and will promote health and safety in our community.

Time: Moonlight Madness hours are at the discretion of the merchant.

Passport: We are continuing the 'Online Passport' that was held last year to ensure the safety of our community.

The online passport will be available to all customer who participate in the Moonlight Madness event. Participating customers will be required to post a photo of their purchase (could be the product and/or the bag from the store) and 'tag' the business as well as #moonlightmadnessblindriver2021.

There will be a dedicated area on the Blind River Chamber Facebook event page where customers will upload their photos. This not only promotes the purchase of products during the Moonlight Madness event, but also serves as a marketing strategy for the merchants.

One post per store (i.e. someone cannot purchase several items from one store and upload each photo individually) posts will be randomly selected to be chosen as the winner. This also ensure our values of shopping local.

Passport prize is made possible by our local merchants.

COVID-19 Safety Precautions: All participating merchants must adhere to current COVID-19 regulations at the time of the moonlight madness event.

Window Display Contest: We are inviting merchants to participate in a window display contest where they decorate their front window/entrance in a holiday theme. Entrances must be completed by November 18th. Participating businesses are responsible for sending their own photo of their window display to info@brchamber.ca by end of day November 18th. Photos of participating merchant's displays will be uploaded on the Chamber Facebook page and our community members will vote by 'liking' the photo of their favourite display. This will be another online marketing tool.

Marketing: This year we are focusing heavily on our marketing strategy to ensure all community members are made aware of our event. New posters will be given to all participating merchants.

Premade social media images (Instagram/Facebook) will be available for participating merchants to utilize as they wish on their social media platforms.

Cost: \$30 for Chamber members \$60 for non-Chamber members. Fees may be paid by cheque (made payable to Blind River and District Chamber of Commerce) or E-Transfer to info@brchamber.ca. Deadline for payment is November 6th.

Participating businesses are required to make a donation in the form of a prize or gift certificate with a minimum \$30 value which will be in our gift basket for the passport winner.

Please visit the Blind River Chamber of Commerce Facebook page and join and share our event with your customers on all of your social media platforms.

Moonlight Madness Merchant Participant Form

Business Name: _____

Contact Person: _____

Email: _____

Will you be participating in the window display contest? Yes No

Business Facebook page (if applicable): _____

Business Instagram name (if applicable): _____

Fee paid: \$_____ Signature: _____

By participating in Moonlight Madness you are authorizing the Chamber of Commerce to use your business name and logo on marketing materials.