



Now Featuring Register and Pay Online!



Midnight Madness! Registration Form 2016

Saturday • December 10 • 6 PM to 12 Midnight Officially
Please see the attached sheets for more information. Thanks!

Contact Name: _____

Business Name: _____

Type of Business: _____

Phone: _____ - _____ - _____ ext _____

Cell: _____ - _____ - _____

eMail: _____

Address: _____

City/Town: _____ Zip _____

Items (types) you will be selling:

Discounts you're offering and times they will occur

Prize Item: _____

Value: _____

Payment Method: Cash _____

Check # _____

Credit/Debit Card _____

To pay by credit card call us at 978-249-3849 or register online at northquabbinchamber.com. For your protection, we do not record card numbers in anyway, including on registration forms.

FEE: \$25

Please return this form by email, mail or in person to the Chamber offices at:

80 Freedom Street • Athol MA 01331

info@northquabbinchamber.com

Make all checks payable to:

North Quabbin Chamber of Commerce

You must bring in your prize item worth

\$20 or more by December 1st.

[you may also choose to pay an additional \$20 instead of providing a prize item]

Registration forms and fees are due by Tuesday, November 22nd. Prize items are due by Thursday, December 1st. The earlier you hand in your forms and prize items, the sooner we can start featuring your business in our promotional materials.

While the event is promoted to start at 6PM, you may choose to start your promotions earlier. If you do, and want to be featured as an Early Bird please be sure to send us emails or Facebook posts telling us about it.

Many businesses choose to offer increasing discounts (i.e. 10% from 6-7PM—20% from 7-8PM, etc.) Please be sure to tell us what your discount structure will be. Shoppers want to know. Entry fees are used to offset the costs of advertising, entertainment and shopper transportation.

OFFICE ONLY

PAID





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Midnight Madness! 2016

Dear Local Business Owner:

'Midnight Madness' is THE best sales night of the Holiday Season for many of our area businesses! Midnight Madness is the second Saturday of December – **SATURDAY DECEMBER 10th** – and will run from 6PM-12AM. (Officially. You may choose to start earlier!) Local merchants will join together on a night that features entertainment, prizes, and discounts to attract local shoppers!

Participation in the event is just \$25. You must also provide a prize valued at \$20.00 (minimum) to use in the prize packages for the evening; it can be an item, a gift certificate/gift card, even cash. We strongly encourage businesses to purchase advertising packages from our local media promoters the *Athol Daily News* and WJDF 97.3FM. Both will run specials just for this event.

YOUR \$25.00 fee includes all of the below:

- A Cooperative Ad listing your participation in both the *Athol Daily News* and on WJDF 97.3 FM.
- Placement on the 'Midnight Madness Map' directing customers to your business.
- Shuttle Bus Transportation to your business area.
- Inclusion on the 'Must Visit Here!' game for shoppers to win final prizes, ensuring that they come to you.
- Mention on our Midnight Madness Poster, additional radio advertising, websites, and Social Media Marketing.

Please know that cooperative promotion and marketing of this event help make it a success. We appreciate the ongoing support of the *Athol Daily News* with their news story, ad in the 'Holiday Gift Guide,' and promotional ad they put together for the local merchants. We also appreciate the coverage received on WJDF 97.3 FM through interviews, spot mentions and social media. Because of this we **STRONGLY** recommend advertising with these **SPECIAL** \$48 packages below offered only to Midnight Madness Participants!

Athol Daily News – Offering a **2-column by 3-inch ad** placed just previous to the event outlining your specials for only \$48.00! Contact Jacki Caron at 978-249-3535 today to reserve a spot!

WJDF 97.3 FM – Offering **10** thirty-second commercials that will run the week leading up to the 10th. Buying into the package will also include your name in a co-operative promo pushing the event as well as "live" ad-libbed one-liners that promote the event prior to and on the evening of the event for only \$48.00! Contact Steve Wendell at 978-544-5335 to be included!

While not required, we encourage everyone to DECORATE for the event and offer some refreshments if you like. You can also arrange for your own store's entertainment. There will be traveling carolers throughout the evening as well as performances at various fixed locations.

Please confirm your participation in Midnight Madness by Tuesday, November 22nd! To do so, we need you to either **register online at northquabbinchamber.com/store** or fill out the paper registration form and let us know at the North Quabbin Chamber of Commerce & Visitors Bureau [info@northquabbinchamber.com – 978-249-3849]. Checks for the \$25.00 participation fee should be made out to the North Quabbin Chamber of Commerce and mailed or dropped off at the Chamber Offices at 80 Freedom Street, Athol MA 01331. Please bring your prize item to the same address no later than Thursday, December 1st.



978-249-3849 • 978-830-0152 fax • info@northquabbinchamber.com • 80 Freedom Street • Athol MA 01331

www.northquabbinchamber.com • www.visitnorthquabbin.com • NQChamber • NorthQuabbinChamber + NorthQuabbinVisitors