



13th YEAR OF THE MOOSE IS LOOSE EVENT

CAMPAIGN OUTLINE FOR POTENTIAL BUSINESS INVOLVEMENT

DATES: 23 FEB – 10 MAR 2013 A MAJOR THREE WEEK CAMPAIGN

THE MOOSE IS LOOSE CAMPAIGN

For over the past decade, “THE MOOSE IS LOOSE” campaign has been a very successful TWEEDS annual tradition. The campaign was opened to local businesses in 2011 and was launched with great participation and concluded with a successful outcome for those involved. The dates of the campaign will launch during the time of year that has traditionally been the slowest for local businesses.

WHY SHOULD I WANT TO PARTICIPATE?

The businesses that participated in 2012 saw encouraging results. The marketing benefits if priced separately could cost as much as \$3,000 per individual business. You can integrate your own unique promotional techniques and utilize the benefits by joining a concerted marketing effort. TWEED’s 2013 marketing campaign will draw media coverage, surrounding area advertisements and direct mail outreach to more than 10,000 households (Larger than Woodland Park’s population). Again, this is the most successful marketing program in the community with more than a decade of success!!

IS THIS ONLY FOR RETAIL STORES?

NO. THE MOOSE IS LOOSE campaign is open to any business that has a product or service to sell. Service. Retail. Auto. Medical. Spa. Clothing. EVERYONE.

We are currently seeking involvement from businesses throughout the Teller County Community. We will do our best, but if we don’t get to everyone then we ask that you help us spread the word.

WHAT ARE THE GUIDELINES?

Your business products or services must be discounted, or you will provide give aways, two for one offers or exceptional deals of the day for the entire length of the 2013 MOOSE IS LOOSE campaign . The recommended range is between 40-75%. Our representatives can make recommendations. Just ask. TWEEDS will have everything in the store from 15% to 75% off.

WHAT WILL I RECEIVE TO PROMOTE THE CAMPAIGN?

- Mentions (2 Ads/media/Digital/direct mail)
- Integrated into TWEEDS 2013 MOOSE IS LOOSE marketing campaign reaching 8,000+ in one direct mail piece
- Business Window Decal
- Merchandise Tags
- Buttons
- Business and special/discount listed on trail guide
- Listed on Facebook
- Possible selection in 2014 YouTube video
- Campaign will receive radio exposure
- Opportunity for costumed Moose mascot to visit location
- Master for Coloring Contest

IN-STORE ITEMS WILL BE READY FOR PICKUP AT TWEEDS THE WEEK OF FEBRUARY 18th

WHAT IS THE PRICE?

- \$99.00 to become a Campaign Participant

WHAT ARE THE DEADLINES FOR MATERIALS AND WHO DO I CONTACT WITH QUESTIONS?

Feb 4th or soon after: Your address, website, phone number, special details and logo in jpeg or png format emailed to Molly at: molly@designsavvygraphics.com

Checks (made out to TWEEDS) cash or credit card payment (to use the credit card option please do so at TWEEDS). For questions please contact Mike Perini at 719.651.5943 or Melinda Truscelli at 719.641.0791