



## Campaign Outline Fact Sheet: February 10 – February 25, 2024

This coming February is the 24<sup>th</sup> year of The Moose is Loose Sales Event! Over the years he's brought a brand of buzz, excitement, and shoppers to the Woodland Park small business community. The Moose is Loose came to be in 2000 as a way to rally together the local retail community to combat Woodland Park's "winter slump" and drive needed sales to local merchants.

February has historically been one of the toughest months for retailers and eateries, and the Moose believes it's more important than ever to bring every single consumer-facing establishment in Woodland Park together to drive SHOPPERS into our community!

It's easy to join – for only \$99, payable to Moose Is Loose, you can participate in the annual event. The Moose has a ton of fun promotions, events, sales drivers, media opportunities, and advertising partnerships planned! Here's what your \$99 will plug you into –

Promotions –

- **Moose Pass - EVERYONE LOVES MOOSE BUCKS** – Consumers who visit at least 5 Woodland Park Businesses will be registered to win a \$500 MOOSE BUCKS Spending Spree - at **NO COST TO YOU!**
- **Window Decorating Contest** – local non-profits partner to decorate local businesses with Moose is Loose theme. Non-profits with most consumer votes eligible for cash prizes!
- Moose is Loose Alive in the Alpine **Coloring and Essay Contests**
- **BIG MOOSE BINGO!** – A brand new addition to the Moose Is Loose festivities. Participating businesses will get their business logo featured on every bingo card! This activity will be similar to the Poker Run in that it will encourage shoppers to visit as many businesses as possible to increase their odds of winning!
- **The Moose Is Loose Online Store** – All participating merchants are *strongly encouraged* to take part and have sale items featured on the Moose Is Loose online store. This is available to all merchant at NO CHARGE and is your opportunity to entice shoppers to come out and see what other GREAT DEALS you have going on in your store! If they are unable to physically come out, they can always buy online and Tweeds will handle the shipping and credit card fees. *Not internet savvy? For an additional \$20, our social media manager will come to you and help you take full advantage of this feature.*

- How-to Workshops – One of the best ways to get shoppers into YOUR business is to have one or more workshops. For example, Tweeds might encourage shoppers to stop by Saturday at 11 am for tips on how to create a beautiful floral arrangement. A clothing apparel store might give a demonstration of how to look chic while staying warm! The only limit is your imagination, but the idea is to drive people to come and visit your place of business!
- The Coffee Crawl is back...with a new Restaurant Tour! This event was so popular with our shoppers that we had to bring it back. This year, we have upped the ante and added a new Restaurant Tour! If you are a coffee shop or food vendor, make sure to get in on this special event!

Merchandising –

Moose is Loose branded window clings, pricing tags, signage, buttons, and event guides.

Giveaways –

Include YOUR promotional materials and coupons in 250 FREE Swag Bags to be given away at Tweed's the first morning of the sale!

Advertising, Social Media & PR Campaign –

- Weekly ads in Mountain Jackpot & Pikes Peak Courier
- Aggressive advertising campaign to incorporate radio, TV, and digital media
- Consistent social media contests, shout-outs, messaging and interaction
- Content-specific PR campaign to promote various angles of the campaign
- 8,500 custom mailers promoting Moose is Loose mailed out to the surrounding area including Colorado Springs.

## **DEADLINES TO BE BE AWARE OF**

- 01/01/24 - Submit your business logo (1200 x 1200 px, Resolution: min. 72 dpi, max 300 dpi; Format JPG or PNG)
- 02/05/24 - Submit your swag bag coupons/promo materials



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Sign up for the Moose is Loose TODAY!

Your Business Name & Primary Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Website \_\_\_\_\_

Business Contact Phone \_\_\_\_\_ Email \_\_\_\_\_

Facebook \_\_\_\_\_

X (formerly Twitter) \_\_\_\_\_

Instagram \_\_\_\_\_

**What is your preferred method of contact?**

\_\_\_\_\_

Questions? Call Roger Holmes @ 913-220-3037

Your Moose Is Loose 2024 Campaign Team:

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