

# *Be Amazed* AUGMENTED REALITY HOLIDAY HUNT



November 15-January 15

## Activation Overview

Santa is supporting local this year! Explore the streets of Downtown Oakville on an Augmented Reality scavenger hunt to find Santa and his friends. Collect all 8 characters hiding at secret locations throughout Downtown for your chance to win \$1000. This unforgettable holiday experience is guaranteed fun for all ages.

## How to play

We are super excited about this new and innovative experience for visitors Downtown.

Visitors will scan a QR code at any of the 8 Downtown AR stops to begin their hunt.

The 8 locations have been strategically selected to ensure traffic flows up and down both ends of Lakeshore and into our side streets and also to accommodate technical requirements.

The stops include: Knox Pres. Church, The Lakeshore Bridge, Centennial Park, Towne Square, the SpinCo window, outside of Bobacha, Duran Place and Maker's Mojo.

The 8 holiday characters which will appear in AR (think Pokemon Go) on their phone. They can also snap their photo with the characters and will be encouraged to share on social media.

Once they have collected all 8 characters they will be directed to our website to complete their information for the chance to win \$1000.



## Please Note

This is a self led activity and runs continuously over the holiday season.

Experience

# HOLIDAY HAPPY HOUR



Fridays in December (3,10 & 17) - 5PM TO 8PM

## Activation Overview

Join us for Holiday Happy Hour when participating stores stay open late 'til 8. Enjoy special savings, giveaways, live music, and some unexpected surprises (you may even get a glimpse of Old Saint Nick). You'll want to mark your calendar for Fridays Downtown this December.

## How to Participate

Participating merchants will receive a Holiday Happy Hour package at their store including posters and marketing materials for Hometown Holiday which can be placed on November 12.

- **Commit to staying open until 8PM for December 3, 10 and 17.**
- Added exposure on social media to our 21K+ followers on Instagram, 13K Facebook
- You may choose to extend a special offers or plan your own promotion or giveaway
- The BIA will hire 3 live performers to be spread out Downtown.
- The BIA will provide you a number of holiday giveaways including reusable holiday totes to participating merchants.
- The BIA will run a 'Win your Purchase' promotion each Friday in December up to a max prize value of \$500. Shoppers will upload their receipt to be entered.
- Santa Morgan (pictured above) will be greeting shoppers along Lakeshore Road



## Please Note

We must have significant participation for the event to take place.

# *Get Featured* 12 DAYS OF GIFT-AWAYS



November 19-November 30

## Activation Overview

We're helping you check off your list with 12 Days of Giftaways. For 12 days, we're showcasing specialty boxes filled with items from Downtown merchants. Follow along on social media for personalized gift ideas and your chance to take home our daily gift-away.

The giftbox categories are: Gifts that Shine , Gifts that Pamper, Gifts under \$50 , Gifts for the Home , Gifts for the Trend Setter , Gifts for Vacation, Gifts for the Athletic , Gifts of Creativity, Gifts for the Hostess , Gifts for Getting Cozy , Gifts for your Girls , and Gifts for Love

## How to Participate

If you would like to guarantee to have your items included in a box, you can donate items by dropping them off to our office by November.

- Participating merchants will be tagged in their associated gift box.
- Each day we will push a paid campaign for 24 hours to increase participation and awareness of both the gift-away and Downtown.



*Making 'spirits' bright!*

# HOLIDAY COCKTAIL CRAWL



Throughout December

## Activation Overview

Join us for the Cocktail Crawl all December long with signature holiday-inspired spirits and festive beverages paired with delectable menu items and sweets from our local restaurants and cafes.

## How to Participate

If you would like to participate please complete the online form at [oakvilledowntown.com/memberportal](http://oakvilledowntown.com/memberportal) by Friday October 31

- Confirm your interest and agree to take part
- Share the name of your festive cocktail, including ingredients as well as any meal or dessert pairings with us.
- Your cocktail will be featured on our social media channels over the holiday season.
- The Holiday Cocktail Crawl will be part of a significant advertising spend to promote Downtown this season.
- If you are a Cafe' you do not need to make an alcoholic drink, you can simply offer a holiday spin on one of your signature beverages.





# Plus... VIRTUAL GIFT GUIDE HOLIDAY LIGHTING



## Virtual Gift Guide

Browse our Holiday Gift Guide to support small businesses and discover 200+ of gift ideas, from brand names to one-of-a-kind selections. Sign-up at [oakvilledowntown.com](http://oakvilledowntown.com) and be first in line to check it out.

Launches: November 15 or earlier

## Holiday Lighting Installations

Downtown Oakville's outdoor shopping experience is your festive destination. Historical buildings and shops form a magical backdrop for trendy boutique shops and international cuisine. Take in charming store windows and our winter wonderland of lights, including a signature 20ft tall ribbon tree.



Installation Complete: November 19

