

Max DeJarnatt

From: Olympia Downtown Alliance <info@downtownolympia.ccsend.com> on behalf of Olympia Downtown Alliance <tcutts@downtownolympia.org>
Sent: Thursday, September 3, 2020 4:31 PM
To: Max DeJarnatt
Subject: Restaurant Week Becomes...Love Oly - Shop & Dine Week 2020

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**RESTAURANT WEEK BECOMES...
LOVE OLY! SHOP & DINE WEEK**

September 28-October 4



Dear Downtown Business,

Our restaurant week concept has grown and evolved into our new concept...Love Oly - Shop & Dine Week! This concept allows us to include more downtown businesses in the opportunity. **Our goal? Drive customer traffic to your business (whether in-store or curbside)!** The timeframe remains September 28-October 4. Special thanks to presenting sponsor **Timberland Bank** for making this event possible!

Customer experience...

Customers may pick up a "Passport" from participating businesses or access and print one from the Alliance website. During the week of the promotion, when a customer purchases an item valued at \$10 or more from a participating business, a "Love Oly" sticker will be affixed to their "Passport." Once the customer has 5 stickers affixed to the "Passport", they can redeem it for their choice of a "Love Oly" facemask, t-shirt, or bumper sticker. They will also be entered to win gift certificates to participating businesses.

Business participation...



We know you're busy...we've kept this simple. Participating businesses need to register for the event through the button below. There is no fee for businesses to register. Other than that, all we ask is that you:

- Hand out "Passports" at your business (required)
- Affix a "Love Oly" sticker to the "Passport" with any purchase of \$10 or more during event week (required)
- Share the event through your marketing channels (required)
- Donate a gift card (not required)
- Be open for all days of the weeklong promotion (not required)

Firm deadline for registration for your business to be placed on the "Passport" is September 18th. The sooner you register, the sooner we can include your business in other marketing materials!

The Alliance will do the rest! We will coordinate the event and marketing materials, leveraging every resource to drive customers to your business.

Interested in participating? Click on the below "Register Now" button. Interesting in sponsoring? Email **tcutts@DowntownOlympia.org**.

Register Now!

Olympia Downtown Alliance | 116 5th Ave SE, Suite F, Olympia, WA 98501

[Unsubscribe mdejarna@ci.olympia.wa.us](mailto:mdejarna@ci.olympia.wa.us)

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