

Participate In Marketing Your Business Through the Chamber

In 2017 our Marketing Department will be working through out the year to promote Julian Visitation. This will include theme days in the week. It will Also include distribution of YOUR marketing materials down the hill to Concierge Desks Senior Facilities with excursions Event Planners.

In order to Streamline the process we are requesting that you state your interest in the programs that will be presented throughout the year. This way we are working more efficiently for each promotion. Please indicate below the areas you wish to participate:

Business Name: _____ **Your Name:** _____

Your Email: _____

Please be sure to sign the last page of this document.

Mid-Week Visitor Promotions

Tasty Tuesday	Widget Wednesday	Your Own Promotion
Discount of _____ % on Tuesday Offer of a Free _____ On Tuesday. When would you	Wednesdays will be a trinket give away day (keychain, stickers, bags etc.) ___ I will provide my own trinket _____ ___ I would like Chamber to provide me with trinkets	Day of The Week _____ What Special Offer would you like to provide (Mon-Thurs only).
Notes or Other:	Notes or Other:	

For the purposes of attracting visitors to Julian—we would like to implement special offerings on the following holidays Please indicate next to the event you wish to be listed as participating in (Facebook and website promotion)

PLEASE NOTE: This list below will be used primarily for Social Media Marketing. You are still responsible for submitting any special events exclusive to your business on the JCC Website calendar - <http://www.visitjulian.com/to-see-do/calendar/>

February

Valentines Day Offer: ___ 10% off anything Red in the Store ___ 10% Off ___ Buy one Get one ___% OFF
Other Offer
What Dates do you want to run this special?

March

St. Patrick's Day Offer:

___ 10% off anything Green in the Store ___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

Easter Offer:

___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

April

Taste of Julian Participants Offer. Special offers to those who attend Taste of Julian event

___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

Julian Family Fiddle Camp Participants Offer. Special offers to those who attend Fiddle Camp

___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

May

Mother's Day

___ All mothers get a free _____ ___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

Wildflower Show Participants Offer. Special offers to those who attend Wildflower Show.

___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

June

Gold Rush Days Participants Offer. Special offer to those who attend Event

___ 10% off anything Green in the Store ___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

The date for this event is fluid may we run your special the week before and week after? _____

Beat The Heat Promotion—Chamber will be promoting Julian as a getaway from the heat to surrounding desert locations. This will be during June, July and August.

___ 10% Off ___ Buy one Get one ___% OFF ___ Free _____

___ Other Offer _____

What Dates Do You Want to Run this promotion? ___ June—August Other _____

July

Fourth of July Parade

___ 10% off anything Red/White/Blue in the Store ___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

Beat The Heat Promotion—Chamber will be promoting Julian as a getaway from the heat to surrounding desert locations. This will be during June, July and August. See June to Select your offer.

August

Sip of Julian—Offers for those who attend the Sip of Julian Event

___ 10% off anything Red/White/Blue in the Store ___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

StarFest—Offers for those who attend the Sip of Julian Event

___ 10% off anything Red/White/Blue in the Store ___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

Beat The Heat Promotion—Chamber will be promoting Julian as a getaway from the heat to surrounding desert locations. This will be during June, July and August. See June to Select your offer.

September/ October

Grape Stomp Festa—offers to those who attended event.

___ 10% off anything Purple in the Store ___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

Apple Days Festival—offers to those who attended event.

___ 10% off anything with an apple on it in Store ___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

November

Veterans Day

___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

Tree Lighting or Holiday Type Offer

___ 10% Off ___ Buy one Get one ___% OFF

___ Other Offer _____

What Dates Do You Want to Run this promotion? _____

Additional Offers You Wish To Participate in.

During the year other events take place in Julian. We work with those events to help spread visitation throughout the other locations in Julian. Is it your wish to give approval for a blanket discount or offer to any event the chamber steps in to support? By indicating here, we cut down on phone calls to solicit offers. If so, please indicate here.

___ 10% off ___ Other _____ Your Initials.

In Order to support your business, please feel free to list any other offers you would like us to promote for you (must indicate month(s)).

Month(s): _____ **Offer:** _____

Month(s): _____ **Offer:** _____

Additional Advertising Opportunities

Taste of Julian	Gold Rush Days	Apple Days	Country Christmas	Grape Stomp
Business logo and link on our Event page Listed as sponsor on the town map \$25.00 ___ Yes Include me	Business logo and link on our Event page Listing as sponsor in event program Banner hanging at event ___\$50 You supply Banner ___\$125 We create Banner	Business logo and link on our Event page Listing as sponsor in event program Banner hanging at event ___\$75 You supply Banner ___\$150 We create Banner	Business logo and link on our Event page Listing as sponsor in event program Banner hanging at event ___\$75 You supply Banner ___\$150 We create Banner	Business logo and link on our Event page Listing as sponsor in event program Banner hanging at event ___\$75 You supply Banner ___\$150 We create Banner

Additional Website Promotion

Featured Position on Chamber Website—Over 18,000 visits per month.
Over 40k during Apple Days and holiday season.

Home Page	Calendar	Food & Drink Pages	Lodging Pages	Shopping Page
Banner on bottom of home page content 2 spaces available January— August \$50 per month Sept. - Dec. \$75 per month	Banner at top of Calendar (second most popular page on site) January— August \$50 per month Sept. - Dec. \$75 per month	250 x 500 Ad in left Column of listing page. Full Color with link to your website 2 available —per page January— August \$25 mo Sept to Dec \$30 mo	250 x 500 Ad in left Column of listing page. Full Color with link to your website 2 available per page January— August \$25 mo Sept to Dec \$30 mo	250 x 500 Ad in left Column of listing page. Full Color with link to your website 2 available January— August \$25 mo Sept to Dec \$30 mo
Map & Road	Historical Julian	Services		
Banner above Map \$20 mo Jan-August \$30 mo sept—dec Banner Below Map \$15 mo jan—august \$25 mo sept—dec	250 x 500 Ad in left Column of listing page. Full Color with link to your website 2 available January— August \$20 mo Sept to Dec \$25 mo	Banner Ad above listings \$15 mo		

_____ **Yes! I am interested in Special Placement Advertising on the Chamber Website. Please Call me.**

Printed Name: _____ **Company:** _____

Signature: _____ **Date** _____

Submit Your Questionnaire.

There are a number of ways to get your questionnaire to the Chamber. Pick which one works for you.

1. Fax it to Robin at 866-894-8496
2. Email to Robin at robin@orangebook.com
3. Mail to Chamber office at PO Box 1866—2129 Main St.—Julian, CA 92036
4. Drop it off at the Chamber office in Town Hall.
5. Give Robin a call at 760-789-4243 and we can come pick it up!