



RED

INVITATION
YOUR HOLIDAY SALE OF THE SEASON



Sunday, December 3, 2017
Winnetka / Northfield

Sunday December 3rd, 2017

2017 Annual Winnetka-Northfield "Red Invitation" Holiday Sale

For 38 years, the "Red Invitation" Holiday Sunday Sale has been a successful Winnetka-Northfield Chamber organized event. The purpose of the Red Invitation is to showcase and promote our local boutiques for the holiday season. The highly anticipated tradition is held the second Sunday after Thanksgiving, this year December 3, 2017.

The invitation itself is a 5½" x 8½" tri-folded piece printed on RED slick paper. The sophisticated design includes a listing of participating merchants, their holiday offerings and their location on a map. (See attached pdf) Red Invitation is a targeted, multi-faceted promotion of our communities, specifically the participating merchants. Shop Local + Save.

Distribution methods for 2017:

- The Red Invitation will be delivered via USPS to 26,000 residents in zip codes 60093 (Winnetka/ Northfield), 60022 (Glencoe), 60035 (Ravinia district), 60043 (Kenilworth), and a majority of 60091 (Wilmette) .
- The Red Invitation will be advertised in Make It Better, NS Modern Luxury, NS Weekend, and other area news publications and online social media outlets.
- Each participant will receive a Red Invitation window poster promoting your participation in the sale.
- A pdf format of the Red Invitation will be provided to all participants for email distribution.
- The Chamber will promote the Red Invitation in e-blasts, newsletters and in a targeted Facebook campaign.
- Community restaurants will provide the Red Invitation at their tables.
- Posters and Kiosks will promote the Red Invitation Sale.
- Press release stories will be sent to all media contacts promoting the Red Invitation Sale.

The cost is \$280 for Chamber members or \$400 for non-members. You have the option to receive **additional invitations for your own mailing or distribution.** To have your business included in the Holiday Sale listing, complete the bottom portion of this sheet. **PLEASE SIGN UP by 10/20/17 and encourage your business neighbors to do so, too!!!**

Targeted USPS delivery of the "Red Invitation" is (November 20)

Business Name: _____

Business Address: _____

Business Hours for Sunday 12/3/2017 Open from _____ to _____

Promotional copy, i.e. SALE product and discount offer (does not have to be a sale) is limited to no more than 2 lines. Each line of copy is LIMITED to 30 characters (this includes letters and spaces). Longer copy will be edited.

1st line _____

2nd line _____

Indicate: # of Additional Invitations requested for your use: _____.

Return this form by 10/20/17 (sooner is appreciated) with a check, payable to Winnetka-Northfield Chamber of Commerce, OR credit card (Visa/MasterCard) for \$280. Payment due upon commitment.

Credit Card Number: _____ Exp. ___/___ V-code _____

If you have any questions, please call the Chamber office (847) 446-4451; Fax (847) 446-4452
841 Spruce Street, Winnetka, IL 60093 membership@winnetkanorthfieldchamber.com

Contact Name: _____ Phone: _____