2021 End of Year Media Guide

October - December 2021

- Cobblestones & Cranberries
- Annual Membership Celebration
- Guidebook Cover Competition
- Guidebook Insertion Order
- Nantucket Noel
  - 47th Annual Christmas Stroll
  - Annual Red Ticket Program

*All in person events are subject to CHANGE*

Various Sponsorship & Payment Options Available
Pay For Initiatives Separately or Set Up A Payment Plan

0 Main Street, 2nd Floor, Nantucket, MA 02554 | 508.228.1700 | www.nantucketchamber.org
Contact Karmen at karmen@nantucketchamber.org to sign up your business
2021 Cobblestones & Cranberries

Weekend of October 8 - 11

Join us for our 3rd Annual Cobblestones & Cranberries, a community shopping initiative that is presented by the Nantucket Chamber of Commerce.

How it works - Businesses:
Sign up to participate in this year's weekend-long #ShopLocal initiative of Cobblestones & Cranberries! By participating, your business will be advertised through various marketing promotions! To entice shoppers, you can provide a discount for the weekend and a giveaway valued at $25 or more for the grand prizes that can be picked up or mailed out. We will build excitement around the idea of #ShopLocal & #ShopNantucket.

For the Storefront Contest, “Fall on Nantucket” is our theme. Judging online for "People’s Choice" will begin on Friday, October 1. Please have your storefront decorated by Thursday, September 30th at 12 PM for pictures. Online judging will take place throughout the weekend at nantucketchamber.org/vote.

To participate in the shopping initiative, please register by Friday, October 1 to have your business listed on our shopping bingo cards! Visitors and locals will participate by purchasing an item in your store or restaurant valued at $5 or more. The Chamber will provide cards, stickers, and shopping bags by Thursday, October 7, along with an "I'm Participating" flyer. Your business will be listed on our website with any discounts or gifts you are providing.

If you have a gift card or discount you would like to provide please send to Karmen by 3:00 pm on Thursday, October 7.

For more information and updates, go to nantucketchamber.org/cranberries

Email Karmen at karmen@nantucketchamber.org with questions.
2021 Annual Membership Celebration

Monday, October 18
Join us for our 2021 Annual Membership Celebration at the Nantucket Dreamland Theatre.

To view our awardees for this year, please visit nantucketchamber.org/celebration

Sponsorship Opportunities:

**Great Point** - $1,750
- Five Event tickets*
- Logo in all media releases, event materials, and online promotions with link
- Logo on Event Signage and Screens at the Dreamland throughout event
- Logo on Schedule of events
- Recognition from podium
- Preferred award seating

**Sankaty Head** - $1,000
- Three event tickets*
- Logo in all media releases, event materials, and online promotions with link
- Logo on Screens at the Dreamland throughout event
- Logo on Schedule of events
- Recognition from podium

**Brant Point** - $500
- Two event tickets
- Name recognition on event website with link
- Logo on Event Signage and Screens at the Dreamland throughout event

**40th Pole Tribute Donation**
- Minimum donation $50
- Tribute Message on the Main Theatre Screen prior to award ceremony
- Maximum of 40 words

$95 per person or the amount of sponsorship.
A portion of the event proceeds support the Chamber Scholarship Program.

Monday, October 18
5:30 - 9:00 PM
Nantucket Dreamland

Schedule of Events:
5:30 PM: Welcome Reception and Member Networking.
Entertainment By Jeff Ross
6:05 PM: Video Presentations and Awards in Main Theater
7:30 PM: Member Celebration with music, libations, and delicacies on second floor

Kindly RSVP by Wednesday, October 13th.
Space is limited.

nantucketchamber.org/celebration

$95 per person
Submission Details and Guidelines

Artists are asked to submit work of a Nantucket scene for the Chamber’s 2022 Official Guidebook cover. All work must be printed and emailed and only two submissions are allowed per person. The main subject of the work should be on the left-hand side (see diagram below). Entries need to be emailed to karmen@nantucketchamber.org and dropped off at the Nantucket Chamber offices located at Zero Main Street, 2nd Floor from October 12 - October 29. Entries for the competition will be online from November 1 - November 18 for voting with possible in-person event on November 18.

The winner will be announced on Tuesday, November 23, and will adorn the 2022 cover of the Official Nantucket Guidebook.

NOTE: All in-person events are subject to change.

Frequently Asked Questions

Why should I submit artwork for the Guidebook Cover Competition?
This contest is meant to support local artists/photographers. Over 60,000 copies of the Official Guidebook are produced and distributed each year, so adorning the cover is a unique opportunity to share your work around the world.

Who is able to submit artwork for the contest?
Emerging and lauded artists, and everyone in between – all are encouraged and welcome to submit entries for the Guidebook Cover Competition. Not a member? You can still submit! After voting, the winner must be or become a chamber member.

What type of artwork is accepted?
Artists are to submit work of an easily recognizable Nantucket scene. The main subject of the picture should be on the left-hand side, see diagram in Competition Guidelines. All work must be printed and emailed. High resolution/NO cell phone photos.

How do I vote? Where / When do I vote?
All are welcome to vote for their favorite pieces from November 1 - November 18 online at nantucketchamber.org/vote and in-person event on Thursday, November 18. Details to be announced.

Email Karmen at karmen@nantucketchamber.org with questions.
Enhance your business's exposure by advertising in the 2022-23 Official Nantucket Guidebook. In 2021, we printed 60,000 copies (sent worldwide to visitors planning their trip to Nantucket throughout the year) and received 75,000 online views. All members whose accounts are in good standing by Jan. 1, 2022, will be in the directory. Early bird pricing applies if all payments and materials are received by December 31.

**Additional Listings:** Your business can be located under various categories, getting you more exposure. This will be online, in our printed guidebook, and in our digital guidebook.

**Pricing:** $55 per additional listing. Additional listings must be submitted prior to January 1, 2022. Contact shantaw@nantucketchamber.org.

**Pricing (payment & material due before February 28, 2022)**
- Centerfold (2 page ad) - $5500 color
- Full Page (with bleed) - $1800 color
- Full Page (floating) - $1800 color
- Half Page (vertical or horizontal) - $1375 color
- Quarter Page (vertical or horizontal) - $935 color / $550 B&W
- Eighth Page - $495 color / $440 B&W

**Premium Placement Ad Availabilities:**
- Outside Back Cover - $5000
- Inside Front Cover - $4000
  - Page 1 - $4000
  - Page 2 - $3750
- Last Page - $2500
- Inside Back Cover - $2500

Any other placement requests can only be accepted with a full-page ad and is an additional $300.

**Interest in PREMIUM PLACEMENT:** □ Yes □ No
(Dependent on available space)

**Business Name:**

**Contact Name:**

**Contact Phone:**

**Contact Email:**

**Placement:**
- □ Centerfold @ $5,500
- □ Full Page @ $1,800
- □ Half Page @ $1,375
- □ Quarter Page in color @ $935
- □ Quarter Page in B&W @ $550
- □ Eighth Page in color @ $495
- □ Eighth Page in B&W @ $440

**Total Cost of Ad in the 2022-23 Guidebook:** _____

**Signature:** ____________________________

**Print Name:** ____________________________

**Credit Card #:** ____________________________

**Expiration Date:** ____________________________

**Code:** ____________________________

**Billing Zip Code:** ____________________________

Email Karmen at karmen@nantucketchamber.org with questions.
2021 Nantucket Noel

47th Annual Christmas Stroll
December 3 - 5, 2021

We invite you to participate in the 2021 Nantucket Noel Season. There are many ways to get involved and bring extra exposure to your business or organization during the holiday season. Make sure you update through your member portal with upcoming holiday openings and events.

A CHRISTMAS WISH Sponsor - $2,500
- Banner ad on Nantucket Noel page (Nov 1-Jan 1)
- Large logo with prominent placement on Nantucket Noel landing page
- Prominent logo in the Official Nantucket Noel Program
- Full-page ad with premium placement in the Official Nantucket Noel Program
- Recognition in Nantucket Noel E-blast and Thank You E-blast
- Recognition in Thank You advertising
- Recognition in social media posts
- One Christmas tree in Downtown Historic District
- Nantucket Noel Commemorative Gift

GOLD STAR Sponsor - $1,500
- Large logo with prominent placement on Nantucket Noel landing page
- Prominent logo in the Official Nantucket Noel Program
- Full-page ad in the Official Nantucket Noel Program
- Recognition in Nantucket Noel E-blast and Thank You E-blast
- Recognition in Thank You advertising
- Exclusive recognition in social media posts
- One Christmas tree in Downtown Historic District
- Nantucket Noel Commemorative Gift

SILVER BELLS Sponsor - $1,000
- Color logo placement on Nantucket Noel webpage
- Logo in the Official Nantucket Noel Program
- Half-page ad in the Official Nantucket Noel Program
- Recognition in Nantucket Noel E-blast and Thank You E-blast
- Recognition in Thank You advertising
- Recognition in social media posts
- One Christmas tree in Downtown Historic District
- Nantucket Noel Commemorative Gift

DECK THE HALLS Sponsor - $500
- Text link on Nantucket Noel Webpage to your website
- Recognition in the Official Nantucket Noel Program
- Quarter-page ad in the Official Nantucket Noel Program
- Recognition in Nantucket Noel E-blast and Thank You E-blast
- Recognition in Thank You advertising
- Recognition in social media posts
- One Christmas tree in Downtown Historic District

O’ CHRISTMAS TREE Sponsor - $250
- Recognition in Thank You advertising

STOREFRONT DECORATING CONTEST Participant - $25
- Recognition in Official Nantucket Noel Program, Nantucket Noel E-blast, Nantucket Noel webpage, and Social Media

HAPPY HOLIDAYS Donation up to $249
- Recognition in Thank You advertising

ADVERTISE IN THE OFFICIAL NANTUCKET NOEL PROGRAM
- Full Page Ad: $700 (4.75" x 7.75")
- Half Page Ad (H/V): $400 (4.75" x 3.8125" or 2.3125" x 7.75")
- Quarter Page Ad (H/V): $250
  - Color: $200 BW (4.75" x 1.8425" or 2.3125" x 3.8125")

Email Karmen at karmen@nantucketchamber.org with questions or to let us know when you will be open.

NOTE: All sponsorships, materials, and information due by Monday, November 1, 2021. This year’s theme is “Holiday Traditions”

More details for Stroll are coming soon!
10 WAYS TO SUPPORT NANTUCKET NOEL THIS YEAR:

1. **Become a sponsor** - For as little as $250, sponsor a tree and gain recognition in our program!
   
2. **Advertise in the Official Nantucket Noel Program** - Ad rates start at $200 & run from Nov 22 - Dec 31. Ad placements and events due by Friday, October 29, see line 8 for more info.
   
3. **Participate in the Storefront Decorating Contest** - For $25, gain exposure as visitors and residents vote for their favorite storefront. Judge's Contest & People's Choice Contest means TWO chances to win!
   
4. **Participate in the Tree Decorating Contest** - Sponsor a tree and enter our contest for free! Judge's Contest & People's Choice Contest means TWO chances to win!
   
5. **Donate a tree to your favorite Nantucket classroom or Island non-profit** - Any Stroll sponsor at the $250 level or above can donate their tree to another organization in need! Any non-profit who would like a tree donated to them, please contact karmen@nantucketchamber.org to be added to the waitlist.
   
6. **Shop Santa's Village Nantucket** - For more information, contact karmen@nantucketchamber.org if you are interested in participating in this year's "marketplace".
   
7. **List items or hot deals on our online Marketspace** - Login to your member portal at nantucketchamber.org/login and submit items and gift cards for sale to our Marketspace or hot deals page.
   
8. **Submit content for the Official Nantucket Noel Program** - FREE! Submit your Nantucket Noel information to our member events page, hot deals page, etc. by Oct 29 to be listed, for FREE, in our program. You can do this by logging into your member portal, nantucketchamber.org/login
   
9. **Submit content for the Chamber's Nantucket Noel e-blast** - FREE! Submit your Nantucket Noel information to karmen@nantucketchamber.org by Oct 29 to be listed, for FREE in our Nantucket Noel E-blast. Space is limited, so please send a high-resolution photo or graphic, a small blurb, and a link to karmen@nantucketchamber.org
   
10. **Volunteer for the Nantucket Noel Season** - Help with Shop Santa's Village Nantucket, decorate trees for classrooms, and MORE! Email karmen@nantucketchamber.org to sign up and learn more!

**NOTE DUE DATE CHANGE:**
All Sponsorships, Materials & Information due by Nov. 1

**IMPORTANT DATES:**
- OCT 29 - SUBMIT SPONSORSHIP LEVEL TO BE IN PROGRAM
- OCT 29 - ALL MATERIALS DUE
- OCT 29 - SUBMIT BUSINESS INFO FOR PROGRAM
- OCT 29 - SUBMIT BUSINESS INFO FOR NANTUCKET NOEL E-BLAST
- OCT 29 - SIGN UP STOREFRONT DECORATING CONTEST TO BE IN PRINTED PROGRAM
- NOV 1 - DEC 24 - NANTUCKET NOEL SEASON
- NOV 26 - TREE LIGHTING CEREMONY
- NOV 27 - DEC 2 - DECORATE YOUR TREE
- DEC 1 - LAST DAY TO SIGN UP STOREFRONT DECORATING CONTEST
- DEC 3 - JUDGING OF CHRISTMAS TREES & STOREFRONTS
- DEC 3 - 6 - ONLINE VOTING FOR BEST STOREFRONT & TREES
- JAN 7 - REMOVE YOUR TREE DECORATIONS

Interested in Stroll Marketplace? Email Karmen at karmen@nantucketchamber.org

Email Karmen at karmen@nantucketchamber.org with questions or to let us know when you will be open.
Red Ticket Program 2021

To encourage shopping local for the holiday season and promote the sustainability of island commerce, the Chamber continues its popular Annual Red Ticket Program, with participating Chamber member businesses giving out one red ticket for every $25 purchased. In 2020 over 570,000 Red Tickets were distributed by Chamber Member merchants to their customers. With each ticket at a value of $25, that approximates over $14 million in sales generated through the Program!

Are most of your purchases under $25? Reach out to Karmen to find a way to still participate.

RULES OF PARTICIPATION:

1. You may choose one of the following three levels of participation. Please note: these funds do not benefit the Chamber, but merely cover the cost of prizes, advertising, tickets, and production.
   a. Pay $500: Receive 8,000 tickets, in rolls of 1,000 or 2,000. Businesses using more than 8,000 tickets (8 rolls) will be charged an additional fee of $50 for every additional roll of 1,000 tickets.
   b. Pay $325: Receive 5,000 tickets, in rolls of 1,000 or 2,000. Businesses who would like to purchase any additional rolls will be charged an additional fee of $50 for every additional roll of 1,000 tickets.
   c. Pay $100: Receive 1,000 tickets. You must agree to dispense tickets for all 8 weeks, buying more rolls as necessary. All additional rolls will be charged $100 for each roll of 1,000 tickets.

2. Customers are given one ticket for every $25 spent at the time of purchase, regardless of the type of payment (cash, check, or credit card) from Nov 1 – Dec 24 at end of the business day.

3. Please pick up your tickets on or after Oct 29 at the Chamber. Tickets will not be issued without payment. You may distribute tickets to customers starting November 1.

4. This year, our annual HOME FOR THE HOLIDAYS (featuring double red tickets) falls on Saturday, November 27, and Saturday, December 11. Participating businesses must give out 2 tickets for every $25 spent. Be sure to stock up on ticket rolls prior to that Friday.

5. Tickets, unused tickets, and rolls (labeled with your business name) MUST be returned to the Chamber office NO LATER THAN 10 AM ON DEC 24. You may drop off tickets prior to Dec 24. To keep the event on schedule, businesses must be responsible for separating tickets.

6. If you are collecting red tickets for a non-profit organization, please inform a representative from that organization that they must pick up the donated tickets from you, participate in the drawing and have their organization’s tax ID number available. You will be given a flyer to display in your window identifying you as a participant. Display ads listing participating businesses will appear in community advertisements. Only businesses that have paid for their tickets will be listed in the ads.

DETAILS ARE SUBJECT TO CHANGE. ALL PARTICIPANTS WILL BE NOTIFIED.

IMPORTANT DATES:

OCT 29 - PICK UP TICKETS ON OR AFTER

NOV 1 - RED TICKETS START

NOV 27 - Double Red Ticket Day

DEC 11 - Double Red Ticket Day

DEC 24 @ 10AM - TICKETS DELIVERED TO CHAMBER OFFICE

DEC 24 - 3PM - ANNUAL RED TICKET DRAWING

Your business has the option to sign up for an Exclusive Double Red Ticket "pop up" day. Available for small businesses and each day it will be announced on the Chamber Social Media pages only! Please sign up in advance for your pop-up double red ticket day by emailing Karmen@nantucketchamber.org

Email Karmen at karmen@nantucketchamber.org with questions or to let us know you will be open.
Please check off the boxes/fill in the appropriate information of which programs and advertising opportunities you would like to participate in for the end of 2021.

**2021 Insertion Order**

<table>
<thead>
<tr>
<th>Cobblestones &amp; Cranberries</th>
<th>2022 Guidebook Cover Competition</th>
<th>47th Annual Christmas Stroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 8 - 11</td>
<td>Artwork submission: Oct. 12 - 29</td>
<td>Dec 3 - 5</td>
</tr>
<tr>
<td>□ Weekend Shopping Initiative &amp; Storefront Decorating Contest (both events) @ $40</td>
<td>□ I would like to submit artwork for the 2022 Guidebook Cover Competition</td>
<td>□ Sponsorship Opportunities</td>
</tr>
<tr>
<td>□ Weekend Shopping Initiative Participant @ $25</td>
<td>□ I understand I must submit a high-resolution digital version and cardstock printed version by Oct. 29</td>
<td>□ A Christmas Wish @ $2,500</td>
</tr>
<tr>
<td>□ Storefront Decorating Contest Participant @ $25</td>
<td></td>
<td>□ Gold Star @ $1,500</td>
</tr>
<tr>
<td>□ I would like to donate a prize</td>
<td></td>
<td>□ Silver Bells @ $1,000</td>
</tr>
<tr>
<td>□ I will be offer a discount... My offer is ____________</td>
<td></td>
<td>□ Deck The Halls @ $500</td>
</tr>
<tr>
<td>□ I will be creating a special cranberry food, product, or beverage that I would like promoted...</td>
<td></td>
<td>□ O’ Christmas Tree @ $250</td>
</tr>
<tr>
<td>It is ________________</td>
<td></td>
<td>□ Happy Holiday Donation (up to $249) $__________</td>
</tr>
</tbody>
</table>

**2022 Guidebook Insertion Order - Refer to Page 5**

**2021 Annual Celebration**

- Monday, October 18
- □ I would like to purchase tickets @ $95
  - Number of tickets: ____________

- A portion of the event proceeds support Chamber Scholarship Fund

**Business Name: ____________________________**
**Contact Name: ____________________________**
**Contact Phone: ____________________________**
**Contact Email: ____________________________**
**Credit Card Information:**
**Card #: ____________________________**
**Expiration Date: ____________________________**
**CVC: ____________________________**
**Billing Zip Code: ____________________________**
**Signature: ____________________________**

**Red Ticket Program:**

- Nov 1 - Dec 24
- □ # of tickets in increments of 1,000 you would like:
  - 8,000 tickets @ $500
  - 5,000 tickets @ $325
  - 1,000 tickets @ $100

- Participate in Home for the Holidays Double Red Ticket Day
  - Nov 27 Small Business Saturday
  - Dec 11

- □ I will provide this to my customers (sale, promotion, goodies): ________________

**Want an exclusive red “pop up” day? Email Karmen at karmen@nantucketchamber.org**

**Advertise in Official Nantucket Noel Online Program:**

- Full Page Ad @ $500
- Half Page Ad H/V @ $400
- Quarter Page Ad H/V @ $250 color or $200 BW

**Payment:**

- □ Credit Card
- □ Check Enclosed
- □ Please Invoice Me
- □ Set Up Payment Plan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*ability to pay for each event separately

**Payment Total:** ____________________________

**47th Annual Christmas Stroll**

- Dec 3 - 5

**Sponsorship Opportunities**

- □ A Christmas Wish @ $2,500
- □ Gold Star @ $1,500
- □ Silver Bells @ $1,000
- □ Deck The Halls @ $500
- □ O’ Christmas Tree @ $250
- □ Happy Holiday Donation (up to $249) $__________

**Will You Be Decorating Your Tree?**

- □ YES
- □ NO

- If no, will your tree be donated to
  - □ SCHOOL
  - □ NON-PROFIT

**Storefront Decorating Contest @ $25**

**Advertise in Official Nantucket Noel Online Program:**

- Full Page Ad @ $500
- Half Page Ad H/V @ $400
- Quarter Page Ad H/V @ $250 color or $200 BW

**A Christmas Wish @ $2,500**

**Gold Star @ $1,500**

**Silver Bells @ $1,000**

**Deck The Halls @ $500**

**O’ Christmas Tree @ $250**

**Happy Holiday Donation (up to $249) $__________**

**Payment Total:** ____________________________

**Great Point - $1,750**

**Sankaty Head - $1,000**

**Brant Point - $500**

**40th Pole Tribute Donation**

- Amount: $__________
  - (minimum of $50)**