



HEALTH & WELLNESS FAIR

MARBLEHEAD CHAMBER OF COMMERCE
LYNCH / VAN OTTERLOO YMCA

Sunday, March 22, 2020 at the Lynch/van Otterloo YMCA – Register Today!

Dear Business Owner,

The Marblehead Chamber of Commerce is gearing up for this year's Health & Wellness Fair, and we warmly invite you to participate. The event will be held on **Sunday, March 22 from 9:00am to 12:00pm** at the Lynch/van Otterloo YMCA, 40 Leggs Hill Road, Marblehead.

As it has been in the past, we anticipate that this event will once again be a huge draw for both businesses and consumers throughout the region. We anticipate hosting more than 50 diverse health & wellness professionals to offer interactive displays and complimentary health screenings to the public, and we anticipate 1,000 attendees throughout the day. This year's event will be spread throughout the YMCA for greater visibility and the opportunity to engage more folks through the day! Also this year, a passport prize will be given to patrons who visit and receive a stamp at each vendor's table.

We also offer a **Program Book** component to the event for additional advertising and event take-away.

The event will be promoted through a diversified marketing campaign, including local and regional media outlets (Marblehead & Swampscott Reporters, Salem News, Daily Item, Marblehead Home & Style Magazine, MHTV, Facebook, Twitter, Patch, northshoreymca.org, marbleheadchamber.org, and a banner hanging over Tedesco Street on the Marblehead/Salem line during the week before the event). Given the location, free admission, entertainment, silent auction, regional advertising and a high level of interest in family health events, this is a promotional opportunity not to be missed!

In addition to the Chamber's strong marketing efforts, the YMCA will promote this event to their membership as well. This will encompass a large percentage of the residential and business community in Marblehead, Swampscott, Salem and beyond. The Lynch/van Otterloo YMCA serves more than 15,000 members, and the Chamber serves more than 300 member businesses and is a relied upon informational resource to Marblehead's 22,000 plus residents. This family audience is the **perfect target market** for your business!

Enclosed please find sponsorship/registration information and an auction donation form for your consideration. **SPACE IS LIMITED - register TODAY!**

We look forward to your participation. Please do not hesitate to contact us at the Chamber office at 781 631-2868 with any questions or to request additional information.

Sincerely,

Gerald MacKillop, Event Chair
and Executive Director, Lynch/van Otterloo YMCA

Beth Ferris, Executive Director
Marblehead Chamber of Commerce