

## **MARKETING AND PROMOTIONS**

### **HARD HATS**

**With this packet you should have received some Hard Hats with our Project logo on them. We ask you to have your employees wear them at certain times during the Road Construction project. The first time would be on April 20<sup>th</sup> when we break ground for our Construction. We will let you know through Facebook and our websites when we will be doing a mass wearing of the Hard Hats again. We encourage you to have your staff wear them during the weeks that you have a Hard Hat Special. These are yours to keep and you can feel free to use them at anytime during the construction.**

### **PLACEMATS**

**We are entering into a program where we will be supplying our restaurants with placemats depicting each pertinent detour. The first placemat is included in your packet. Please feel free to post it until July 4<sup>th</sup>. At the time of the next detour we will be supplying each of you with a new placement for that segment of time. And just before the end of the project we will be having placemats with the proper way to navigate a roundabout.**

### **CONSTRUCTION WORKERS WELCOME PACKETS**

**We have contacted the motels and they will work with us on Welcome Packets. If you wish to capitalize on this new group of consumers coming to town bring your coupons to the Chamber Office by Wednesday, April 13. We will put them into our packets and the motels will give them to the construction workers as they check into the motel. We will start with 30 of these and call you when we need more.**

### **OTHER EVENTS**

**During the course of the project we will be having other “events” taking place. We will keep you informed of those through our website, our chamber newsletter and Facebook.**

### **ADDITIONAL EVENTS**

**Additional events and promotions will take place during the Project. Watch for more details.**



## **HARD HAT SPECIALS**

We will be running Hard Hat Specials each week during the road construction starting the week of April 18<sup>th</sup>.

To be included in the Hard Hat Specials you will need to call the Chamber Office at 715-748-4729 to sign up. We will take six businesses per week throughout the project.

When you call our office you will need to let us know the week of your special and your business name. We will then include your business name on the list.

We will name all of the businesses each week that are having Hard Hat Specials the following ways:

- Medford Chamber Website
- Medford Chamber Facebook Page
- Medford Road Construction Facebook Page

**SIGNAGE** will be placed in front of your business on the Monday Morning of the week that you are having a Hard Hat Special. It will be taken down the following Monday morning. The signs feature our logo and Hard Hat Special here.

WKEB and The Star News will also feature the Hard Hat Special Businesses for that week on their website under the Road Construction Icon.

We encourage you to have a Hard Hat Special to continue to draw attention to your business. We will promote your business as being a Hard Hat Business of the Week. You will need to advertise the special that you will be having.

Be sure to sign up soon. We already have businesses signing up for this promotion.

