

DOWNTOWN BOZEMAN

Winter CRAZY DAYS



Attention Downtown Retailers AND Restaurants,

Winter Crazy Days just got CRAZIER...it's the SAME WEEKEND as Valentine's Day AND President Day!!! The DBA is looking to help you promote them all as it's a great chance to shop and spend time in Downtown Bozeman for an array of reasons!

First, the 2020 WINTER CRAZY DAYS dates are Friday, Feb. 14 through Monday, Feb. 17 (PRESIDENT'S WEEKEND through Monday) and we encourage you to participate in this retail-oriented event in a variety of ways.

- Please participate through the most obvious way by having a table or a designated area within your store with "crazy" deals. If it's nice outside....try bringing it to the sidewalks!!
- Hang the Winter Crazy Days "Window Sign" in a visible location in your front (or side) windows. Each business will receive one sign. [CLICK HERE](#) for the 2020 Winter Crazy Days "HERE" Window Sign.
- Place a small stack of Winter Crazy Days Cards on your front counter. We have printed enough for ~20/business. [CLICK HERE](#) for the 2020 Winter Crazy Days Business Cards.
- We advertise that many of the Winter Crazy Days sales are for winter merchandise but if you don't sell seasonal merchandise, please do not let that deter you from participating!!
 - o If you have items that you have been sitting on for a while, think about lowering the pricing and placing them in an obvious "sale" area?
 - o **If you are a restaurant**, we encourage you to capitalize on the shoppers down for the sales. Have a "Winter Crazy Days" lunch special or simply encourage people to cozy up to a meal or drink between stops on your sandwich board or on your social media posts?
- Winter Crazy Days takes place through President's Weekend...Friday, Feb. 14 through Monday, Feb. 17 and we encourage you to have your sales through Monday! This weekend is notorious for tourism and semi-annual sales so locals and visitors alike will be out and about all 4 days.
- The success of Winter Crazy Days HEAVILY rests on the marketing done from our individual retailers. Please use the materials below to utilize YOUR marketing avenues to advertise this event!
 - o Tag @Downtown Bozeman in any or all posts you make through Facebook or Instagram about Winter Crazy Days. We also love the hashtags #downtownbozeman #lifeisdowntown...
 - o Utilize the Winter Crazy Days Facebook Event: <https://www.facebook.com/events/1015967652092210/>. Since there are several hundred people "interested" or "attending" in this event, when you post in the event, anyone interested will directly receive this post. This is a wonderful and free resource for you. Also, invite your friends to attend and share the event link above in any posts you make.
 - o Utilize our Website Event Link: <https://downtownbozeman.org/event/winter-crazy-days-2020> or Event Graphics in email campaigns or other electronic marketing you do! Please email me at ellie@downtownbozeman.org to receive jpeg and PDF graphics that can be used in a variety of ways.

Please call our office at 586-4008 with any questions or ideas you may have! Thanks in advance for your attention to this information! Hope you have a nice and successful Winter Crazy Days weekend!

Thanks!

Ellie and Makai-Lynn