



# DOWNTOWN CAMBRIDGE

BUSINESS IMPROVEMENT AREA

April 17th, 2019

**Re: The Ultimate Shopping Trip Campaign**

Dear Members of the Downtown Cambridge BIA,

Spring has sprung and redevelopment of upper Main Street is well on it's way to improving the streetscape in our downtown core! We are excited to announce we are hosting a 12-week campaign during construction, titled: **"The Ultimate Shopping Trip."** This multi-channel campaign will incentivize targeted consumers in Cambridge and neighboring cities to shop in Downtown Cambridge for a chance to win a \$2,000 travel voucher with Donaldson Travel! Shoppers at participating businesses will have the opportunity to fill out a ballot to enter for a chance to win this amazing prize!

The Ultimate Shopping Trip campaign will run from Thursday, May 9th - Wednesday, July 31st, 2019 with the winner announced on Thursday, August 1st, 2019.

Participating businesses will receive one branded ballot box and ballots for the draw. Additional ballots and collection of completed ballots will be coordinated with each individual business that participates.

The campaign will be advertised through multiple channels over the 12-week term including:

Radio Ads on 91.5 The Beat  
Targeted Social Media Paid Ads  
Digital Outdoor Billboard Signage (Cambridge and Kitchener)  
Full Back-Page Print Ad in the Hamilton Family Theatre's Program for Glory

If you would like to participate in this campaign or would like more information email Brian Kennedy at [info@downtowncambridgeia.ca](mailto:info@downtowncambridgeia.ca). **Deadline to confirm participation is Tuesday, April 30th, 2019.**

Sincerely,

Brian Kennedy  
Executive Director  
Downtown Cambridge BIA



P.O. Box 1723, Station Galt, Cambridge, Ontario N1R 7G8  
[info@downtowncambridgeia.ca](mailto:info@downtowncambridgeia.ca)

