

Title: Walk/Bike Hollywood & Kerns

Purpose: Cross promotion program to hopefully start with Filmed By Bike festival on May 22-24, and last through the month of June. (However, we'll focus on quality and take our time to develop and implement later if need to.)

Program goals:

- promote awareness of neighborhood events & features
- promote eating / drinking / shopping in Hollywood & Kerns
- reward cross-promotion by fellow businesses
- reward activities (walk, bike, buy, bring a friend, mobile / social media shoutouts)
- engage different age groups with specific passport games (bingo, scavenger hunt)

Customer segments:

- filmed by bike festival participants on May 22-24 (2,000)
- local residents / families within neighborhoods of Rose City Park (7,595), Hollywood (1,023), Laurelhurst (4,050), Grant Park (3,506), Kerns (3,728) ***source: InfoUSA
- Providence Health employees (3000)
- fellow business owners / workers Rose City Park (305), Hollywood (378), Laurelhurst (130), Grant Park (244), Kerns (813) ***source: InfoUSA

Program participants:

- primary: restaurants / bars / cafes, entertainment, and retail shops
- secondary: non-retail offices, community sponsors

Program components:

- Window Poster (11 x 17) - catch attention
- Counter Display (8.5 x 11) - display shop deals and redemption requirements
- Walk/Bike brochures (11 x 17) - folded
 - Walking Map
 - Game Rules
 - eating / drinking / shopping guide
 - numbered list of sponsors & activities:
 - spend \$\$ at restaurant / shop
 - do a sponsored activity
 - business card sized ads
- Passport / game cards - (4.25 x 5.5) -
 - front
 - branded with shop name or logo, address, etc.
 - game title, district (Hollywood & Kerns)
 - different game options e.g. bingo, points, connect dots (kids)
 - back
 - survey / email collection (4.25 x 5.5)

- Game stars / dots
 - given out in packs of about 100 to 200, to be stuck on game cards for customers who complete sponsored actions (visit, buy, tweet)
- Business Participation Letter (8.5 x 11) - explain program

Web components:

- websites landing page:
 - walkbike.org
 - hollywoodpdx.com/walkbike
 - kernspdx.com/walkbike
 - meetup.com/Hollywood-Kerns
 - facebook.com/KernsPDX
- email lists:
 - hollywood boosters
 - fellow businesses
- facebook, twitter, hashtags

Fee Schedule:

Entry fee \$50 (booster or kerns members) / \$75 (non-member)

Receive Walk/Bike promo package

- Window poster
- counter display
- listing on Walk/Bike brochure
- listing online (walkbike.org, hollywoodpdx.com, kernspdx.com)
- 50 branded Walk/Bike brochures
- 50 branded game cards
- 2 social media shoutouts

Extra (optional):

- business card-sized color ad on Walk/Bike guide - \$100 member / \$150 non-member
- additional 50 maps - \$30 member / \$40 non-member
- additional 50 game cards - \$20 member / \$30 non-member
- 4-pack additional social media promotions - \$40 member / \$60 non-member
- donation / sponsorship levels (bronze \$50, silver \$100, gold \$200)