



HAMILTON DAY 2023



BUSINESS PARTICIPATION SUGGESTIONS

Hamilton Day is designed to celebrate local businesses, and provide a free platform for our small business community to showcase their products and services to patrons. Whether you choose to get creative or simply raise your hand to say “come check us out”, we encourage you to participate in a way that best suits your business.



THE FIRST STEP:

Patrons are looking to engage with local businesses on Hamilton Day. Make sure they know you're participating! **First step is to register as a participant at hamiltontoday.ca.** All Hamilton Day participating businesses will receive a suite of digital marketing materials and a profile on the online map.



RETAILERS:

- **Let's make a deal.** Consider offering an exclusive discount on select or all products, offer a 'save the tax', or extend free shipping.
- **Reward the early birds.** Consider providing the first X number of visitors to your shop (in person or online) with special merch/swag or a coupon code for their next purchase.
- **Tag in a friend.** Consider bringing another complimentary vendor (or two) into your space for the day, or working with them to develop a custom piece of merchandise.
- **Activate your space.** Consider drawing patrons in with street entertainment, storefront decorations, sidewalk chalk art, etc.



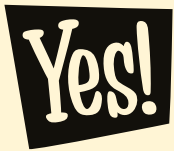
RESTAURANTS & CAFES:

- **Showcase your culinary skills and bring in that local flavour.** Consider offering an exclusive, weekend-only drink or menu item.
- **Been meaning to add a new product to the menu?** Consider launching your new feature on Hamilton Day weekend.
- **Add some theatre to your dinner.** Consider offering some live entertainment, via music, open-mic nights, trivia, etc.
- **Serve up a discount.** Consider offering a discount or promotion for the weekend on select or all menu items.
- **Cheers to friends!** Collaborate with other businesses in your area to create unique cross-promotions and culinary experiences.



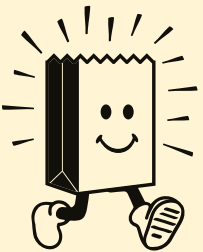
SERVICE PROVIDERS

- **Offer an incentive.** Consider offering a reduced rate on services, classes, or memberships for new and/or existing customers.
- **Give out a free pass.** Consider providing a free pass to access your services either on the day, or at a later date.
- **Hold a special activation.** Consider creating a one-off service, class, or activity that is held in celebration of the Hamilton Day weekend.
- **Sign up to win.** Consider creating a giveaway that provides access to your services either in person or online.
- **Stay open late.** Consider extending your hours to provide patrons with a special opportunity to have more access to you.



MAKE IT YOUR OWN!

As a local small business, Hamilton Day is meant to support you. We encourage you to use Saturday, November 4th OR the entire weekend, (from Thursday, November 2nd to Sunday, November 5th) to engage the community and participate in a way that best suits your business.



SPREAD THE WORD ABOUT YOUR PARTICIPATION!

Have a brick and mortar location? Hang a Hamilton Day signage in your windows promoting your participation in advance of Hamilton Day. Grab one from your participating BIA, print your own, or contact us to arrange a pick-up.

Have an online business? Promote your Hamilton Day participation on your homepage, create a special offering countdown, and/or create an optional opt-in discount.

Use your socials! Stay active and let your networks know what you're up to. Make sure to tag [@hamiltontdayofficial](#) (on Instagram & Facebook) or [@hamiltontday_yes](#) (on Twitter) and use [#HamiltonDay2023](#) & [#HamOnt](#) to reach a wider audience.



ANY QUESTIONS?



If you have any questions about Hamilton Day, we're always here to support. We encourage you to check out our [FAQ Page](#) on our website as a first step. If you have another question that isn't listed there, you can always contact us at hamiltontdayofficial@gmail.com.