

Business Participation Suggestions

Hamilton Day is meant to support your business. Use the first Saturday in November OR the entire weekend (Fri to Sun), to get creative and participate in a way that suits you best.

Here are some industry-specific suggestions to consider making your own:

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.

ONCE YOU DECIDE...

Make sure Hamilton knows you're participating!

Visit the **PARTICIPATE** page at hamiltonday.ca and complete the 3 minute registration form to receive a suite of digital marketing materials and a profile on the online map. There is no fee to register or participate in Hamilton Day!

Have a brick and mortar location?

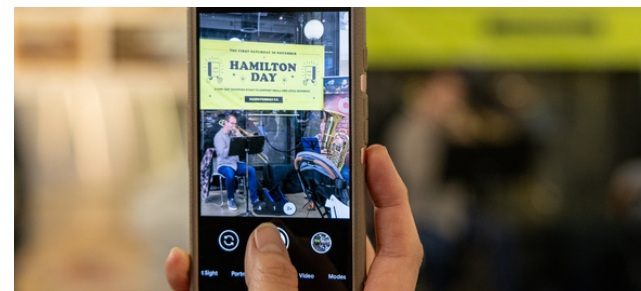
Hang a Hamilton Day signage in your windows promoting your participation in advance of Hamilton Day. Grab one from your participating BIA, print your own, or contact us to arrange a pick-up.

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 [@hamiltondayofficial](#) (on Instagram & Facebook) and use [#HamiltonDay](#) & [#HamOnt](#) to reach a wider audience.



QUESTIONS?

We're always here to support. We encourage you to check out our FAQ Page on our website as a first stop. If you have another question that isn't listed there, you can always contact us at hamiltonday@hamiltonchamber.ca