

smile. it's Christmas

A collaborative partnership to increase the level of Christmas spirit in Dubbo

Introduction

The festive season is upon us, and Dubbo City Council, Myer Dubbo and the Dubbo Chamber of Commerce have collaborated to spread festive cheer throughout the heart of Dubbo. **smile. it's Christmas** is all about increasing the presence of Christmas in the CBD and rewarding those who choose to shop locally. Christmas decorations will be installed Thursday, 4 December and will remain in place until Tuesday, 6 January 2015. The 12 Days of Giveaways and the Reindeer Rotunda will take place from Saturday, 6 December to Wednesday, 17 December 2014.

Key Program Activities

CBD Christmas Decorations: The CBD will be decked with a variety of decorations this year. Wreaths will be strung on light poles, present boxes will wrap around trees, Christmas flags featuring local faces will line Macquarie Street - and there will even be a Christmas Rhino! Businesses are invited to help bring Christmas to life across the City with complimentary sets of window stickers on offer.

Reindeer Rotunda: The rotunda will be the centre of this year's celebrations and feature the City's Christmas tree, a carousel of reindeer, the CBD Christmas Elf, gift wrapping, an interval snow cone station and 12 days of local performances.

12 Days of Giveaways: Those who shop locally and purchase gifts from any retail store in Dubbo from Saturday, 6 December to Wednesday, 17 December will have the chance to win their cash back in a daily draw at the Reindeer Rotunda. Shoppers will also be encouraged to spend time in the heart of the City, where the CBD Elf will be delivering gifts daily to people who shop at stores within a one-block radius of Myer (*bordered by Macquarie, Church, Brisbane, Wingewarra, Bultje and Talbragar streets*).

Communications: To encourage residents to shop in Dubbo over the Christmas period and visit the Reindeer Rotunda to take part in competitions and celebrations, the program will be supported by print and broadcast advertising, public relations and digital communications including social media.

How Your Business Can Get Involved

As a business in the CBD there are many ways you can get involved in the **smile. it's Christmas** program. The attached information sheet includes further information about how you can participate. Please remember even if you choose not to take part, you can still encourage your customers to visit the Reindeer Rotunda for their chance to win.

For further information on the **smile. it's Christmas** program contact City Promotions and Events Supervisor, Lana Willetts on 6801 4000 or lane.willetts@dubbo.nsw.gov.au

Merry Christmas,

City Development and Communications Team
Dubbo City Council

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Spread festive cheer in the CBD and reward residents who shop locally

12 Days of Giveaways: Two Ways to Win!

1. CBD Elf

Your business can participate by providing a product, service or voucher valued at \$50 or more. The CBD Elf will visit your business during the 12 Days of Giveaways and present your gift to one of your lucky customers.

Participating businesses will be promoted to passing shoppers at the Reindeer Rotunda, through social media, media communications and via the **smile. it's Christmas** campaign page on www.dubbo.com.au/Christmas.



2. Christmas Cash Back

Encourage your customers to bring their receipts of any Christmas gifts bought from your store between Saturday 6 December and Wednesday 17 December 2014 to the Rotunda to enter the cash back draw.

You do not need to print a second receipt. Our Christmas Elf will simply check the original receipt and the shopper will then fill out an entry form to go in the barrel. Shoppers can win up to \$250 back and there will be a daily draw over 12 days.

Permit: LTPM/14/01212



Decorate your shop front

Take the hassle out of decorating this Christmas and promote the **smile. it's Christmas** message to you customers with a complimentary tailor-designed Christmas window sticker pack.

There is a limited number of complimentary sticker packs available for local businesses. The stickers are bold and festive, will brighten up your window and make your customers smile every time they see your shop front.

It's first in best dressed by completing the registration form. The sticker packs will be available for collection from the Dubbo Visitors Information Centre from Monday, 1 December 2014.



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Registration Form

Join in the fun!

Register to join the **smile. it's Christmas** program by completing this form and returning it to Council's City Development and Communications Branch by Friday, 21 November 2014 via email citypromotions@dubbo.nsw.gov.au, fax 6801 4459 or drop it into the Dubbo Visitors Information Centre.

Business name.....

Contact name.....

Business phone.....

Business mail.....

- YES, I would like to order a complimentary Christmas window sticker pack. I will pick up my stickers from the Dubbo Visitors Information Centre week commencing Monday, 1 December 2014.

- YES, I am a business in the CBD and would like to provide a product valued at \$50 for the CBD Elf to gift to one of my customers during the 12 Days of Giveaways. I will deliver this gift to the Dubbo Visitors Information Centre by Tuesday, 2 December 2014.



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