

# 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 City. **smile. it's Christmas** is all about increasing the presence of Christmas across the City and rewarding those who choose to shop locally.

### Key Program Activities

**CBD Christmas Decorations:** From Thursday, 4 December the CBD will be decked with decorations - wreaths will be strung on light poles, present boxes will feature around trees and Christmas flags featuring local faces will line Macquarie Street. There will even be a Christmas Rhino! Businesses across the City are invited to help bring Christmas to life with complimentary sets of Christmas themed window stickers on offer.

**Reindeer Rotunda:** The rotunda will be the centre of this year's celebrations and will feature the City's Christmas tree, a carousel of reindeer, the CBD Christmas Elf, gift wrapping, a 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. There will also be some special deliveries around the CBD during this period.

The program will be promoted via print, radio and social media.

### How Your Business Can Get Involved

As a business in Dubbo you can get involved in the **smile. it's Christmas** program.

1. Reward your customers: Encourage your customers to bring their receipts of any Christmas gifts bought from your store from 6th - 17th December to the Reindeer 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*
2. 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. It's first in best dressed by completing the registration form.



For further information contact, Lana Willetts on 0408 631 481 or [lane.willetts@dubbo.nsw.gov.au](mailto:lane.willetts@dubbo.nsw.gov.au)

### Merry Christmas,

City Development and Communications Team, Dubbo City Council

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## Order form

### Join in the fun!

Order your complimentary set of Christmas window stickers as part of 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](mailto:citypromotions@dubbo.nsw.gov.au), fax 6801 4459 or drop it into the Visitor Information Centre.

Business name.....

Contact name.....

Business phone.....

Business email.....

- YES, I would like to order a complimentary Christmas Window Sticker pack. I will pick up from the Visitor Information Centre week commencing Monday, 1 December 2014.



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