

## HOW YOU CAN BE INVOLVED...

There is no fee to participate - just your involvement by offering **one** of the following in-store activities:

### 1 A special offer or promotional offer

e.g. sales rack outside your store, or inside your store, discount across the store, purchase and win offer.

### 2 A 'value-added' offer

e.g. gift with purchase, make-up artist in-store, free offer, goody bag giveaway etc or

### 3 In-store entertainment or activities

e.g. refreshments in store, fashion show, styling, music, models, celebrities, theming, displays.

### Display collateral

We also ask that you help us to promote the event by placing event display collateral supplied by HOTC in your store or business in the week leading up to the Fashion Day Out to help promote the event and communicate both the Best Dressed and the Fashion Day Out \$10,000 shopping spree.

### Marketing

- We would also request that you promote the Fashion Day Out event through your own channels (customer databases, newsletters etc).
- A Fashion Day Out logo will be developed for this purpose and we will be able to supply this logo from the **end of November 2011**.

## DEADLINES

- Confirmation of participation is required **end of October 2011**.
- Confirmation of your offers or activities is required by the end of **November 2011** along with the supply of an image of your business to be used on a website listing. At this time we also require a blurb of 25 words detailing what is taking place or what is on offer, any terms and conditions, location information, contact details and opening hours.

## WHO TO CONTACT

Emily Peng – Heart of the City Phone: 09 379 8000

FASHION  
DAY OUT  
IN THE  
BIG LITTLE CITY



SATURDAY  
3RD MARCH  
2012



Photo by Gabriella Toth

## BACKGROUND

We are the CBD Business Association and manage the successful BIG little City visitation campaign. In Feb/March 2012 we are creating a new campaign and event around New Zealand Fashion Festival.

**The goal with this campaign is to strengthen the City offering as a fashion destination and get Aucklanders celebrating the new seasons fashion by indulging in a little retail therapy with our City's many shops and businesses.**

## WHAT IS NZ FASHION FESTIVAL ALL ABOUT?

Now in its third year and run by the same people who have brought Fashion Week to Auckland for the last 11 years, NZ Fashion Festival is designed for the public and is totally accessible. It's a festival that celebrates all things fashion with shows, exhibitions and great events. The clothes on show are available to buy in-store straight off the catwalk. This year the NZ Fashion Festival is scheduled to take place from **24 Feb – 4 March, 2012.**

**FASHION  
DAY OUT  
IN THE  
BIG LITTLE CITY**



## FASHION DAY OUT IN THE BIG LITTLE CITY

- On Saturday 3rd March, fashion lovers and shoppers will be invited into central Auckland dressed in their best to take advantage of special offers and activities from retailers and businesses, a fashion atmosphere, the chance to be named 'Best Dressed in the City' plus most importantly a chance to win the big prize of a \$10,000 shopping spree in New York.

### Great prizes up for grabs:

#### 1 The Best Dressed competition

Roving photographers will be on the street taking photos of the city's best dressed for the chance to win one of four shopping sprees.

An official judging panel will assess all 'best dressed' entries; and determine the four category winners who will be announced at a public event at the end of the day (circa 3-4pm) – each winner will take away a \$1000 prize package.

#### 2 \$10,000 Shopping Spree

In addition to the best dressed competition, everyone has the chance of winning a major prize of a \$10,000 shopping spree in New York.

- Everyone who visits the city on Saturday 3rd March will be encouraged to visit four locations throughout the city on the day, collect a stamp from each on an entry form and place it into an entry box to go into the draw to win.
- All participating businesses will have a stamp and entry forms to distribute.
- Shoppers will also be able to enter using a smart phone application and collect 'check in' stamps.

## MARKETING

- NZ Fashion Festival will be marketing the overall event and fashion shows. In addition to this we will market and promote Fashion Day Out.
- The target is a Taupo north audience and will include Print, Online, PR, point of sale and promotion via BIG little City's channels; social media, eDM and website: [biglittlecity.co.nz](http://biglittlecity.co.nz).
- Advertising will commence early February 2012.

### NZ Herald supplement

- A BIG little City Herald insert will be produced supporting the NZ Fashion Festival and the 'Fashion Day Out' event.
- Copies will be distributed within the central city as well as inserted in the Herald.

- There will be opportunities for businesses to advertise within this supplement.

### Guide book

- A 'Fashion Day Out' guide book will be produced and distributed via the Herald supplement, promotional staff and retailers. Inside the guidebook will be a 'fashion journey' map and details on all activity, the competitions and entry details and the participating businesses and their in-store activity.