

REGISTRATION



We appreciate you!

YUKONER APPRECIATION WEEK

POWERED BY THE WHITEHORSE CHAMBER OF COMMERCE

NOVEMBER 2-4, 2023

Yukoner Appreciation Week is back! This year's event aims higher than ever to celebrate our vibrant local business community and the local shoppers that support them. We heard your voices and have adapted to make Yukoner Appreciation Week more accessible and provide real marketing assets and exposure for each participating business.

This year, we have elevated the popular passport program by developing an app for consumers - *no more stamps!* Consumer participation in the app allows them to see your business' specific engagement in Yukoner Appreciation Week and gives them the ability to follow and/or subscribe to each business' social media platforms and online marketing. Consumers will be encouraged to download and sign up for the app ahead of the event with an early-bird draw prize available for them to win.

Alongside the digital passport, the Chamber will be coordinating four in-person events to help draw in consumers. Events include:

- Kick-Off Breakfast for all Yukoners
- Business Showcase at the Old Firehall
- *Sip 'N Shop* and *Local-Eats* events where consumers can visit your location and enter to win a door prize to your business purchased by the Chamber.

Each participating business can now choose one of three registration packages that best suits them. Some registrations can only accommodate a limited number of participating businesses, so it pays to register early!

Online registration will be open at 9am on Sept 8th and close at 4pm on Oct 6th.

THE YUKONER APPRECIATION WEEK PASSPORT PROGRAM IS GOING DIGITAL!

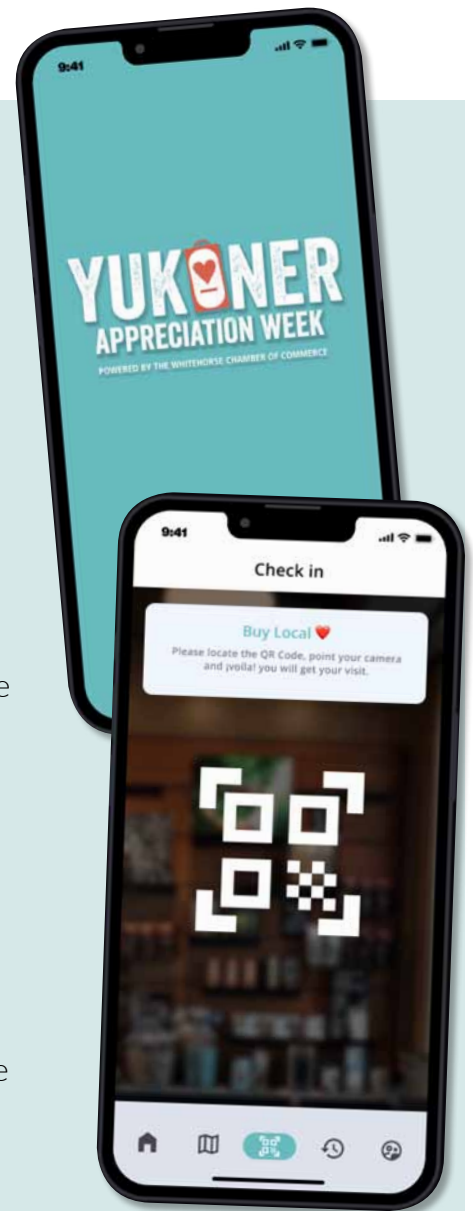
Our newly-developed app is event-specific and will feature all businesses of all levels of registration.

Participation in the digital passport program during the event requires each consumer to download the app and sign up.

Each participating business will receive a unique printed QR code from the Chamber to display at their location. The QR code can be displayed anywhere in your store, requiring the consumer to enter and walk through your business. Consumers will travel to as many participating businesses as they want and 'check in' by scanning the QR code with the app.

Once checked in, consumers will have the option to sign up to be part of your business' marketing email list, and have the opportunity to follow your social media platforms. Once the event concludes, each business will be provided with a list of emails for the consumers that have signed up and agreed to receive their promotional marketing materials.

Checking in at as many participating businesses as possible will give the consumer more chances to win the Digital Passport Prizes of either 1 round-trip ticket to BC or Alberta with Air North, Yukon's Airline or \$500 worth of gift cards for local businesses.*



EARLY-BIRD GIVEAWAY OCTOBER 30 AND 31

Download - Visit - Scan & Enter to win a new cell phone !*

1. Download the Yukoner Appreciation Week Digital Passport app from your app store
2. Visit the Whitehorse Chamber of Commerce (WCC) office during regular business hours on Mon Oct. 30th or Tuesday Oct. 31
3. Scan the WCC QR code

You're entered to win the early-bird prize draw! A new cell phone, courtesy of Northwestel!

The Chamber will draw the prize winner at random from all early-bird entrees. The early-bird prize winner will be announced at our Kickoff Breakfast event and all social media platforms on Nov. 2, 2023. The app will be available to download ahead of Yukoner Appreciation Week, giving consumers advance information about the upcoming deals, discounts or incentives each business may choose to offer to show their own Yukoner Appreciation!

KICKOFF BREAKFAST

THURSDAY NOVEMBER 2
7AM TO 11AM

The MacBride Museum on Front Street will be hosting our Kickoff event! Join us from 7AM - 11AM for a sponsored breakfast. The breakfast promises to be fun for the whole family with a kids corner and door prizes of curated gift baskets from local businesses.

BUSINESS SHOWCASE

FRIDAY NOVEMBER 3
12PM TO 6PM

The Old Firehall space will be transformed into a *Business Showcase* offering table space for local businesses operating without a downtown storefront.

Come participate and make some great connections and network at the same time! With the holidays approaching this is an excellent opportunity to showcase your products/ services while engaging with our community.

We will have door prizes and light catering making sure this event is a exciting destination for downtown consumers.

If you would like to be part of the *Business Showcase*, please reach out to us at business@whitehorsechamber.ca. The registration fee is \$50 and includes 1 table with linens and 2 chairs.

Due to the indoor space available at the Old Firehall the number spaces available for the *Business Showcase* is limited and will be filled on a first-come, first-served basis.

SIP 'N SHOP

FRIDAY NOVEMBER 3
3PM TO 7PM

The Chamber invites any business registered in the Yukon River or Liard River package to host a *Sip 'N Shop* at their location!

The *Sip 'N Shop* can be curated by each business to suit their space and needs. Providing a drink (coffee, tea, hot chocolate, sparking water, wine, beer) and an appetizer (cookies, crackers, fruit tray) encourages consumers to stay at your location longer, explore and learn more about your business and what you offer.

The Chamber will support each business that would like to participate by:

- providing additional digital marketing specific to *Sip 'N Shop*;
- purchasing a \$50 gift card from your business to be used as a door prize; and
- providing a ballot box and ballots for visiting consumers to fill out for their chance to win the door prize.

Each participating business can add any additional discounts, deals or incentives they choose during their *Sip 'N Shop* which will be marketed through the digital passport app.

LOCAL-EATS

SATURDAY NOVEMBER 4
5PM TO 9PM

The Chamber invites any Food-Service business' registered in the Yukon River or Liard River package to participate in *Local-Eats*!

The *Local-Eats* event will be simple for restaurants to participate in. When diners have completed their meal, they will be provided a ballot to fill out and put in the ballot box for their chance to win a gift card to your location.

The Chamber will support each business that would like to participate by:

- providing additional digital marketing specific to *Local-Eats*;
- purchasing a \$50 gift card from your business to be used as a door prize; and
- providing a ballot box and ballots for consumers to fill out for their chance to win the door prize.

Each participating Food-Service business can add any additional discounts, deals or incentives they choose during *Local-Eats* which will be marketed through the digital passport app.

REGISTRATION OPTIONS

INCLUDED WITH YOUR REGISTRATION:

| | YUKON RIVER PACKAGE (14 available) | LIARD RIVER PACKAGE | PEEL RIVER PACKAGE |
|--|--|--|---|
| | <u>Registration fees</u> Members: \$250 Non-Members: \$350 | <u>Registration fees</u> Members: \$150 Non-Members: \$200 | <u>Registration fees</u> Members: \$50 Non-Members: \$100 |
| Professional personalized social media photos and videos, fully edited and used to promote your business leading up to and during Yukoner Appreciation Week. Edited and raw assets will be provided to each business after the event for use online.* | X | | |
| Optional participation in the <i>Sip 'N Shop</i> or <i>Local-Eats</i> events with a \$50 gift card door prize purchased by WCC for your business with additional digital marketing. | X | X | |
| Logo recognition on all digital marketing including: - Digital Passport App - Facebook - Instagram - WCC Website - Chamber e-newsletter | X | X | X |
| Logo recognition on all print marketing for the event including: - Yukon-wide printed newspaper advertising - Posters displayed in the Whitehorse area | X | X | |
| Name recognition on all print marketing for the event including: - Yukon-wide printed newspaper advertising - Posters displayed in the Whitehorse area | | | X |

*The edited and raw assets generated for your business will be licensed for online marketing and promotion only. Additional licensing for these provided assets to be used in printed marketing and promotion is available for purchase. Please contact business@whitehorsechamber.ca for details.

† NO PURCHASE NECESSARY. ALL PRIZE WINNERS WILL BE ANNOUNCED THROUGH WCC SOCIAL MEDIA AND CONTACTED BY WCC NO LATER THAN NOV. 15, 2023.