

YUKONER APPRECIATION WEEK

POWERED BY THE WHITEHORSE CHAMBER OF COMMERCE

NOV. 2-5, 2022

1. EVENT INFORMATION

What is the Event?

Yukoner Appreciation Week is dedicated for businesses and organizations to show their appreciation to Yukoners through deals, discounts, giveaways, contests, and other fun activities. How you engage with customers during *Yukoner Appreciation Week* is completely up to you.

When is the Event?

Yukoner Appreciation Week runs from Wednesday – Saturday, November 2nd - 5th, 2022.

Where is the Event?

The event is happening in Whitehorse and online, with a Kick-off event taking place on November 2nd at the Old Fire Hall from 10:00 AM – 7:00 PM.

How Much Does it Cost?

Yukoner Appreciation Week Registration: WCC Members: \$150 | Non-Members: \$250

Kick-off Event Registration: WCC Members Only: \$50

2. KICK-OFF IN-PERSON EVENT: *November 2, 2022 Only*

We invite you to join us for our in-person event for *Yukoner Appreciation Week*! We welcome Yukon businesses small or large to join us in celebrating what makes the Territory so great - its people. Come make some great connections and network your business at the same time! With the holidays quickly approaching, this is an excellent opportunity to promote your products/services while engaging with our community. We'll have special guests and door prizes, entertainment and light catering, and the day is certain to be brimming with excitement and revelry!

The registration fee is \$50 and includes one table, 2 chairs and linens. The Kick-off event is happening from 10:00 AM – 7:00 PM on Wednesday, November 2, 2022, at the Old Fire Hall in downtown Whitehorse. Open to WCC members only, and limited spots available.

If you wish to secure a spot and participate in our Kick-off event, please [click here](#) for more information and to register.

YUKONER APPRECIATION WEEK

POWERED BY THE WHITEHORSE CHAMBER OF COMMERCE

NOV. 2-5, 2022

3. PASSPORT CONTEST

This year, we are bringing back the popular passport contest!

How Does It Work?

- Participating customers will each receive a *passport card* with participating locations' logos, location, map etc. listed on the card;
- Participating customers will visit and collect stamps from participating locations and be entered into a draw;
- The more stamps collected, the more chances of winning;
- The prizes will include shopping sprees for winners.

Yukoner Appreciation Week participating locations don't have to do anything extra for the contest as it is administered by the Whitehorse Chamber of Commerce. However, you will notice increased traffic to your physical locations as customers take part.

4. PROMOTION INFORMATION

Each participant will receive the following promo packages:

- Passport Contest Cards & Stamps
- Passport Contest Ballot Box
- Brochures **include participating location logo, details, deals & special offers etc.*
- Participating Location Map
- Social Media Marketing Assets & Templates

Other promotion and marketing:

The Whitehorse Chamber of Commerce is supporting this event with additional marketing. You may see the event being promoted on the Radio, Online, and in Print.

Staff and volunteers from the Whitehorse Chamber of Commerce will deliver promo packages to participating locations a week prior to the event. Participating locations can also pick up promo packages at the Whitehorse Chamber offices, but we will endeavour to bring this to you where possible.

5. KEY INFORMATION

- Yukoner Appreciation Week Webpage: whitehorsechamber.ca/YukonerWeek
- Yukoner Appreciation Week Facebook: facebook.com/BuyLocalWhitehorse
- Yukoner Appreciation Week Instagram: instagram.com/BuyLocalWhitehorse

YUKONER APPRECIATION WEEK

POWERED BY THE WHITEHORSE CHAMBER OF COMMERCE

NOV. 2-5, 2022

Who do I contact for questions about the Event?

- General Inquiries: Kathleen Limpio, admin@whitehorsechamber.ca
- November 2nd Kick-off Event: Reba Parris, majesticvp@outlook.com
- Sponsorship Opportunities: Leneath Yanson, leneath@csrmanagement.ca

*Thank you for participating in Yukoner Appreciation Week.
We Appreciate You!*