

Why Should a Business Participate?

- ✓ Saturday, February 6th is the Illini home game vs. Michigan State at 8:00 pm in the Assembly Hall. ESPN College Gameday will be broadcasting from Champaign-Urbana for the day leading up to game time.
- ✓ Locally, an extensive media campaign will accompany this event. The News-Gazette, WDWS and WHMS are providing media support and there will be on-going advertising campaign listing the businesses that are participating in the event. Coach Bruce Weber will be involved by conducting radio promos to advertise the event in the community.
- ✓ Participating businesses will be provided window signage to be used the day of the event to indicate the businesses that are participating in the event.
- ✓ Participating businesses will be promoted by their respective business group – Campustown Business Group, Champaign Downtown Association and the Urbana Business Association. These promotion vehicles include their websites, facebook pages, and email mailings.

How Can a Business Participate?

- ✓ Complete the flyer on the back and return to the address provided. Once received, the business will be marketed as participating in the event.
- ✓ Donate a percentage of your sales or a fixed amount for the day to the event. This is a charitable donation.
- ✓ Representatives from your business association will make contact with local businesses to answer questions, suggest promotional ideas.
- ✓ Following the event, businesses will be asked to prepare their contribution and a representative of the event will drop by and pick it up from your establishment. Businesses will have seven working days to provide payment.

How to Make the Most of the DOWNTOWN THROWDOWN!

- ✓ Create a special promotion in your store the day of the event to drive customers to your store.
- ✓ Need ideas? Contact your local business association for suggestions on how to get people inside your store.