



'Shop, Dine, and Explore the Trail' a Marketing Opportunity for YOU!

Participate by offering your customers a special for \$19.14 from October 1 – December 31, 2014.
Join in the celebration with other Mohawk Trail regional businesses.

The *Greater Shelburne Falls Area Business Association* (GSFABA) is actively working on this project to promote tourism across the entire Mohawk Trail Region which spans from Athol to Williamstown. We are reaching out to area businesses and organizations to take advantage of a great cross promotional opportunity to attract customers. Each retail shop, restaurant, tourist spot or recreational venue would offer a special item, service or meal for \$19.14 during the promotional time period. Visitors will be encouraged to 'Shop the Trail,' 'Dine the Trail,' and 'Explore the Trail' for its anniversary.

Benefits to Participating

- A listing with your \$19.14 offering on the ShelburneFalls.com and MohawkTrail.com websites and links to numerous websites and groups within the Mohawk Trail network.
- A printed marketing piece promoting the \$19.14 offerings to be distributed through businesses and tourist centers throughout New England.
- Promotional E-Newsletters and Press Releases around the 100th Anniversary and \$19.14.
- A window decal identifying YOU as a participant in the \$19.14 offerings.
- Road signs along the Trail directing visitors to YOUR business or organization.
- Optional participation in technical assistance workshops or sessions offering help with strategic marketing and business preparation.
- Increased traffic and sales to your business.

Here is the Great News; participation is FREE to GSFABA Members and \$30 for non-members. Your commitment is as follows:

- Complete the attached form (and provide payment if applicable) to the GSFABA.
- Provide one special at your business for \$19.14 (does not include tax on taxable items). If you would like to change your special during the length of the \$19.14 Promotion, please let us know.
- The \$19.14 Promotion will run from October 1, 2014 – December 31, 2014. We encourage businesses to participate throughout, but if you have limitations let us know so we can list them.
- Help promote the specials across the Trail and other 100th Anniversary activities on your website, e-blasts, social media, and at upcoming events.

Questions? Please contact Mary Vilbon at the GSFABA at 413-625-2526 or email info@shelburnefalls.com. We are excited about promoting the towns along the Mohawk Trail to maximize the 100th Anniversary.

This collaborative effort is looking to promote community development and tourism in central and western Massachusetts. Greater Shelburne Falls Area Business Association Williamstown Chamber of Commerce, North Adams Visitor's Center, North Quabbin Visitor's Bureau, Mohawk Trail Association, Franklin County CDC



PLEASE RETURN BY SEPTEMBER 22, 2014

Be a part of this exciting anniversary and opportunity!

Name of Business or Organization: _____

Contact: _____

Address: _____

Mailing Address (if different): _____

Telephone: _____ Email: _____

Website Address: _____

Hours of Operation: _____

Social Media Participation: ___ Facebook ___ Twitter ___ FourSquare ___ Yelp ___ other (please indicate)

Please describe your business in 16 words or less:

What is the \$19.14 deal you will be offering (Please no Gift Certificates or Coupons for purchase)

The Promotion runs from October 1, 2014 – December 31, 2014 when will you be offering your discount:

___ For the entire length of the promotion.

___ I am not able to do the whole time, please indicate the time frame: _____

Promotion Workshops and Technical Assistance are available for free:

___ I would like to use these services and participate in a workshop

___ I do not wish to use these services

___ Other (please indicate) _____

Thank you in advance for participating in the Celebration of the 100th Anniversary of the Mohawk Trail!

Please return this form to: GSFABA, 75 Bridge Street, P.O. Box 42, Shelburne, MA 01370