

# 12 Days of Christmas

## Holiday Marketing Promotion

Do You Want to Highlight Your Business & Expand Your Social Media Reach During the Busy Holiday Season?

Be part of the ACVB “12 Days of Christmas” holiday marketing promotion and reach 200,000+ potential customers on social media!

### Participation is Easy —

- Visit our registration page and pick the day to sponsor
- Provide the number of passes, gift cards or tickets for the amount indicated for that day
- Send us 2 fabulous photos
- Provide \$195 investment
- Plan to share the “12 Days Giveaway”

### What You Get —

- Highlighted in ACVB social posts related to the giveaway
- Targeted posts during the giveaway
- “Thank you” social posts after the giveaway ends
- Report on total reach and engagement
- Reach potential — 200,000+
- Engagement potential — 23,000+



❄️ Now in its 5th year, our followers anticipate this one of a kind opportunity to win experiences in Arlington. The “12 Days of Christmas” promotion begins with 12 winners/giveaways on the first day, 11 winners/giveaways on the second day, and continues down to one winner/giveaway on the 12th or last day of the promotion. The giveaways start small and get bigger and bigger, ending with a Grand Prize that includes multiple items.

❄️ When registering to participate, you will choose one day and provide the corresponding number of giveaways at the minimum value indicated on the registration form, along with the \$195 Participation Investment.

❄️ Prizes can be gift cards, tickets, voucher for drinks, a room night, etc. This is an opportunity to increase awareness and excitement surrounding your business and drive traffic to your social accounts!

### Deadline to Participate — November 3rd

For more information and to secure your spot, contact April Luter.



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