

Paoli Shop & Hop
Benefiting the Paoli Fire Company and Featuring Photos
with the Easter Bunny!
Sat. April, 8th
11am-6pm

If you would like to fully participate and want your business name on the poster please email Paolishops@gmail.com no later than FRIDAY MARCH 10th, along with a description of your raffle item.

To be involved with this event...

Participating in this event is a win win for all. We have joined forces with the Paoli Business and Professional Assoc. and are combining the Paoli Spring Event with the Easter Bunny event taking place at Paoli Hardware. **The Easter Bunny will arrive by Fire Truck at Paoli Hardware where Paoli FotoBar will be taking Easter bunny pictures from 11-1 (move through the Chestnut Village Shops where there will be face painting from 12-2pm) and end at the Paoli Village Shoppes at Studio H Color and Design Group from 2-3pm.** The Easter Event is a 4 year old established event with a large turnout.

Stores Fully Participating - your business name will be on the flyer of the event, posters will be posted in every participating store front, and flyers will be passed out to customers the month leading up to the event. We are in the process of reaching out to local press. **ONLY STORES WITH FULL PARTICIPATION WILL BE INCLUDED.** An event page has been established - here is the link - <http://bit.ly/2msVUjN>

- 10% of your proceeds must be donated to the Paoli Fire Department
- Emails will be created by the planning committee and forwarded to all participating businesses to be sent out to your customers.
- An event poster will be posted in your business' window.
- Flyers will be given out in each participating business to customers during the month prior to the event.

- Social media
 - Boutique Buzzz (a local shopping resource) has been kind enough to create a Facebook event page for us. Everyone will be asked to share this more than once. Post your in-store events on this page. This will

bring more awareness to the event page. Please do not create an event page for this event – utilize this one, and make sure to give them a shout-out on your social media.

- For those of you who have Twitter, Instagram or any social media accounts please post event information a minimum of once a week.
 - Facebook – please post the event in some way, shape or form a minimum of once a week, even if it's just sharing the event to your page.
 - Images will be created by the planning committee and emailed to participating stores for use. NuPrint Solutions has agreed to sponsor our posters!!! So please make sure you mention and tag them on your social media posts and email blasts.
- We recommend all participants to have an in house special or event; this will be left up to each business.
 - Raffle:
 - A raffle donation with a retail value of \$50 or more is expected from full participating businesses. Three raffle baskets will be created to be raffled off at the end of the event. Raffle items can be dropped off at Gie Gie Lingerie or they will be collected by someone from the planning committee. The date will be announced prior to 3/17/17. Please email paolishops@gmail.com with a description of your raffle item.
 - One raffle ticket will be given out to every customer who enters your store. A second raffle ticket will be given out with each purchase. **The planning committee will supply you with raffle tickets.**
 - Please instruct customers that the raffle baskets will be on display at Polka Dots, Gie Gie Lingerie, and Studio H Color and Design Group. Raffle tickets will be deposited in each of those three stores, and additional raffle tickets can be purchased. This money will be donated to the Paoli Fire Company. **The planning committee will supply you with raffle tickets.**
 - We will be collecting email addresses from the raffle tickets. This list will be distributed to fully participating businesses.

*The planning committee is made up of owners/managers of Gie Gie Lingerie (Chestnut Village Shops), Polka Dots Boutique (Paoli Shopping Center), Studio H Color and Design Group (Paoli Village Shoppes) and the PBPA.