

women's weekend out | decorah, iowa



friday & saturday, april 12 & 13, 2013

Please direct event questions & feedback to:

Brenda Balk, Director

Winneshiek County Convention & Visitors Bureau

Brenda@visitdecorah.com | 563.382.2023

2012 SUMMARY: (Info based on survey that was emailed to registrants after the event.)

- 279 guests pre-registered online (46% were *non*-Decorah residents)
- 36 sponsors x \$75 fee resulted in a marketing budget of \$2,700
- The CVB's marketing plan matched that with an *additional* marketing value of \$2,700
- 92% of those who pre-registered did indeed attend the event
- 8% of guests stayed in a hotel, 20% stayed with a friend, the rest did not overnight
- 72% said they are "very likely" to attend in 2013 and 28% said they "likely would depending on event programming"
- One survey question was, "What was the weekend highlight for you?" Here's what they said...

"Many wine tastings and snacks"

"B&B tour"

"Being with my sisters"

"Lots of shopping and the style show"

"All the welcoming stores and their specials"

"The drawing that I won"

"Damn Yankees performance at Luther"

"A great relaxing shopping weekend with my friends"

"Checking out all the cute shops downtown"

"All of the specials and receptions in the local shops"

"Fashion show was fun to watch"

"Spending quality time with friend in a town that I love"

"Phenom event"

HERE'S THE SCOOP FOR 2013:

100% of your Sponsorship Dollars will be spent to advertise the weekend. That means the more sponsors we have, the more we can do to promote the event. Ads have already started!

www.visitdecorah.com/womensweekendout A webpage designed specifically for this event is already up and running, some sponsors have already submitted their event info. As soon as we receive your sponsorship agreement, we'll post your information immediately! That means for maximum exposure—get us your info now! (*FYI: visitdecorah.com sees about 10,00 visitors each month!*)

What's your "special something?" Don't leave our guests wondering "Now what...?" They want activity! Bring in a musician or an artist; host a fun class or workshop; have samples for people to try; offer deals, special sign up drawings or other incentives they can't say no to! Be sure to let us know all the details so we can start promoting it now.

Success depends on You! We need you to do your part to promote the weekend as well! With limited marketing dollars, we need you to help spread the word to your regular clients, family, friends, co-workers, staff, your Facebook page, e-mail lists, distributing save the date cards, etc.

Marketing efforts include:

- * Rochester Women Magazine
- * Minneapolis Star Tribune
- * Inspired Magazine
- * LaCrosse Tribune
- * E-blasts
- * Posters available for participants
- * DecorahNews.com
- * KDEC & KVIK ads
- * Decorah Newspapers
- * Press releases to local and regional media
- * Facebook advertising, wall posts and event invites
- * 'Save the Date' teasers for distribution

** The number of sponsorships will directly impact our marketing efforts.
If we have more participants than anticipated, we can do even more to advertise the weekend.*

Sponsorship Info:

To confirm your participation, **please e-mail** the following information to brenda@visitdecorah.com:

- 1) Business name and contact information
- 2) Brief business description—what can guests expect when they walk through your doors?
(If you'd like us to utilize what you submitted last year, just say so!)
- 3) Most important, tell us what you have planned for April 12 & 13
- 4) E-mail a photo (or a few) that can be used on the webpage, program guide and print ads
- 5) Drop off or mail \$75 sponsorship fee to 507 W. Water St.
**Cash or Check only—please make payable to WCCVB.*
Sponsorship deadline: Friday, January 18



Business Name: _____

Contact Name: _____ Email address: _____

Business description:

What is your “special something” happening April 12 & 13?

Do you have any suggestions or ideas you'd like to see this year?

**If your business would like to participate in the Style Show, call 563-382-8940 and speak with show organizer, Joan Tupy.*