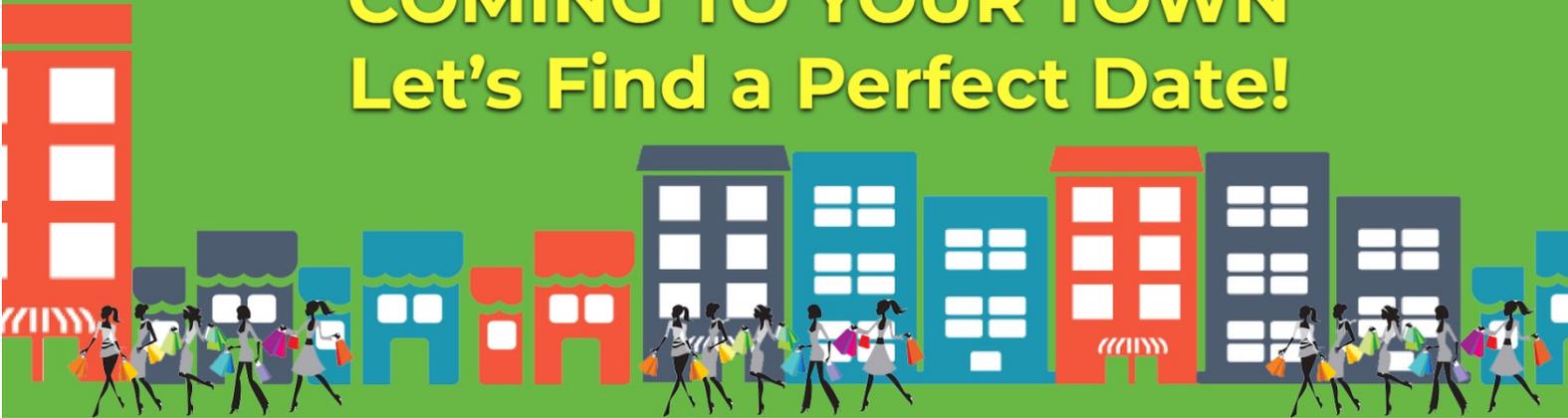




Sip, Shop & Stroll

**COMING TO YOUR TOWN
Let's Find a Perfect Date!**



*Before the “Amazon Jungle” captures your customers this holiday season, let’s give them a charming and exciting escape route directly into YOUR business and town. **Let’s give them the V.I.P. Treatment!***

*Our “**Sip, Shop & Stroll**” events focus on the quaint, beautiful North Georgia downtown and town square areas while supporting the “shop local” movement! Furthermore, our marketing efforts draw visitors from ALL areas of North Georgia to experience YOUR beautiful shops, restaurants and services!*

THE VIP EXPERIENCE: After checking in, guests stroll through the area, visiting participating merchants. Those merchants would offer specials, some lite bites and beverages and any other offers to entice the guests into their locations. Restaurants participate with drink specials during the stroll (if the area is open-container-friendly) and can have special promos to stop in for dinner or appetizers after the event or a limited time thereafter.

Wednesday or Thursday evenings, we have found, are most effective for these relaxing events. So let’s set a date that works best for your town! For more information, visit sipshopstroll.com

THE DETAILS: We coordinate a check-in point, typically a popular restaurant with an outdoor patio area. We only need to set up a table and chairs and room for gift bags and directory of participating merchants that will be given to each guest. Depending on the number of guests attending, we may need an additional check-in point.

THE MARKETING: Using our extended social media channels and local print publication calendars we'll get the word out! We also give event links to each participating merchant and add them as co-hosts on Facebook. Our events will be promoted on EventBrite and Facebook with paid advertising. We also work with the City's Convention and Visitors Bureau and Economic Development Department to cross-market the event.

THE GIVE-BACK: VIP GA supports a culture of giving back to our communities by donating to local charitable organizations. Our charity of choices is Family Promise:

"Family Promise partners with families who are homeless or at risk of becoming homeless by helping them get back on their feet so they can create a stable lifestyle for their children. Family homelessness is becoming more and more prevalent in our community. Families with children are the fastest-growing segment of the homeless population. Family Promise is making a difference, ending homelessness, one family at a time!" www.familypromisefd.org

However, should your town have a preferred charity or non-profit, we will donate 10% of proceeds to that organization instead.

We believe in Shop Local; we believe in community; we believe in giving back!

Let Visual Impact Productions of Georgia (VIP GA) make a difference in your community and make your visitors feel like VIP's!

[Check Out Our Intro Video For Woodstock's Sip, Shop & Stroll,](#)



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