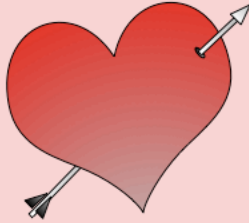


2009-2010



Promotions  
Calendar



### 3rd Annual Father Daughter Dance - February 5, 2010

Promotion of Downtown Sylva

In kind and financial sponsorship opportunities

DSA sends out press releases to chamber, magazines, newspapers, radio, etc.

Coverage in DSA online newsletter each month

Coverage on DSA website and facebook page

10,000 Rack cards created to promote event in Jackson and surrounding counties

DSA created posters promoting the event and recognizing sponsors

DSA created promotional materials distributed in the school system

Volunteer Opportunity

Community Involvement



### 13th Annual Greening Up the Mountains - April 24, 2010

Event brings 7,000-10,000 to downtown Sylva

Promotion of Downtown Sylva

Advertising of Downtown Sylva

In kind and financial sponsorship opportunities

DSA sends out press releases to chamber, magazines, newspapers, radio, etc.

Coverage in DSA online newsletter each month

Coverage on DSA website and facebook page

Half price booths to DSA partners

DSA created promotional materials (posters, sandwich boards, etc.)

10,000 Rack cards created to promote event in Jackson and surrounding counties

Maps and racks cards distributed

Community presence

Volunteer Opportunity



### Greening Up the Mountains 5K Race - April 24, 2010

Promotion of Downtown Sylva

In kind and financial sponsorship opportunities

DSA sends out press releases to chamber, magazines, newspapers, radio, etc.

Coverage in DSA online newsletter each month

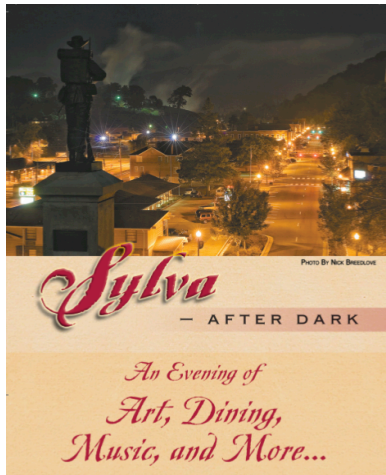
Coverage on DSA website and facebook page

Half price entry fees to DSA partners

DSA created promotional materials (t-shirts, posters, etc.)

Volunteer Opportunity

Community Involvement



### Sylva After Dark - First Fridays from May-December

20+ businesses participate

Promotion of Downtown Sylva

Advertising of Downtown Sylva

DSA sends out press releases to chamber, magazines, newspapers, radio, etc.

Coverage in DSA online newsletter each month

Coverage on DSA website and facebook page

10,000 Rack cards created to promote event in Jackson and surrounding counties

DSA created promotional posters

Community Presence/Involvement

### 2nd Annual Taste of Downtown Sylva - June 12, 2010 (date tentative)

1st year sold out event (11 merchants participated/200+ people participated)

Promotion of Downtown Sylva

In kind and financial sponsorship opportunities

DSA sends out press releases to chamber, magazines, newspapers, radio, etc.

Coverage in DSA online newsletter each month

Coverage on DSA website and facebook page

DSA created posters, table tents, brochures, and sandwich boards promoting the event and recognizing sponsors

10,000 Rack cards created to promote event in Jackson and surrounding counties

Maps and racks cards distributed at event

Community Presence/Involvement

Volunteer Opportunity



2009-2010



## Promotions Calendar



### Mountain Heritage Day - September 26, 2009

Downtown Sylva promoted to 10,000 + people

Promotion of Downtown Sylva

Advertising of Downtown Sylva

DSA will have a booth at Mountain Heritage Day

Maps and racks cards distributed

Volunteer Opportunity

DOWNTOWN SYLVA ASSOCIATION  
**CHILLY FEST**  
CHILI COOK-OFF - MUSIC AND ARTS FESTIVAL

### 2nd Annual Chilly Fest - October 10, 2009

\*New event in 2008

\*Promotion of Downtown Sylva

\*In kind and financial sponsorship opportunities

\*DSA sends out press releases to chamber, magazines, newspapers, radio, etc.

\*Coverage in DSA online newsletter each month

\*Coverage on DSA website and facebook page

\*10,000 Rack cards created to promote event in Jackson and surrounding counties

\*DSA created posters, t-shirts and sandwich boards promoting the event and recognizing sponsors

\*Maps and racks cards distributed at event

\*Promotion of downtown merchants happenings during the event

\*Half price entry fees to DSA partners

\*Community Presence/Involvement

\*Volunteer Opportunity



### Treat Street - October 31 2009

\*New event in 2009

\*DSA to provide candy to participating businesses

\*DSA to coordinate family/children activities in downtown for halloween

\*Promotion of Downtown Sylva

\*In kind sponsorship opportunities

\*DSA sends out press releases to chamber, magazines, newspapers, radio, etc.

\*Coverage in DSA online newsletter each month

\*Coverage on DSA website and facebook page

\*DSA created posters promoting the event and recognizing sponsors

\*Community Presence/Involvement

2009-2010



## Promotions Calendar

### *2nd Annual Community Table Holiday Food Drive*

Merchants open their doors to collect goods for the Community Table  
Promotion of Downtown Sylva  
DSA sends out press releases to chamber, magazines, newspapers,  
Coverage in DSA online newsletter each month  
Coverage on DSA website and facebook page  
DSA created posters promoting holiday events and opportunity to  
Community Presence/Involvement  
Volunteer Opportunity



### *Annual Christmas Parade - December 5, 2009*

Promotion of Downtown Sylva  
DSA sends out press releases to chamber, magazines, newspapers, radio, etc.  
Coverage in DSA online newsletter each month  
Coverage on DSA website and facebook page  
Half price entry fees  
DSA created posters promoting holiday events and opportunity to give  
Community Presence/Involvement  
Volunteer Opportunity

### *Pictures with Santa - December 5, 2009*

Promotion of Downtown Sylva  
In-kind sponsorship Opportunities  
DSA sends out press releases to chamber, magazines, newspapers, radio, etc.  
Coverage in DSA online newsletter each month  
Coverage on DSA website and facebook page  
Half price entry fees  
DSA created promotional materials distributed in the school system  
DSA created posters promoting holiday events and opportunity to give  
Community Presence/Involvement  
Volunteer Opportunity



2009-2010



Promotions  
Calendar

## *Kick off the Holiday Season with the Great Smoky Mountains Book Fair*



*DSA partners with the Great Smoky Mountain Book Fair  
November 14, 2009*

- \*Promotion of Downtown Sylva
- \*Advertising of Downtown Sylva
- \*In kind and financial sponsorship opportunities
- \*DSA /Book Fair Committee sends out press releases to chamber, magazines, newspapers, radio, etc.
- \*Coverage in DSA online newsletter each month
- \*Coverage on DSA website and facebook page
- \*DSA created posters promoting holiday events and opportunity to give counties
- \*Community Presence/Involvement
- \*Volunteer Opportunity

### *Holiday Open House and Tree Lighting - November 21, 2009*

- \*Evening in downtown Sylva with holiday cheer throughout the streets of downtown Sylva
- \*Promotion of Downtown Sylva
- \*DSA sends out press releases to chamber, magazines, newspapers, radio, etc.
- \*Coverage in DSA online newsletter each month
- \*Coverage on DSA website and facebook page
- \*DSA created posters promoting holiday events and opportunity to give
- \*Community Presence/Involvement
- \*Volunteer Opportunity



### *Day /weekend after Thanksgiving sale - November 27-28, 2009*

- \*Promotion of Downtown Sylva
- \*DSA sends out press releases to chamber, magazines, newspapers, radio, etc.
- \*Coverage in DSA online newsletter each month
- \*Coverage on DSA website and facebook page
- \*DSA created posters promoting holiday events and opportunity to give
- \*Community Presence/Involvement

2009-2010



Promotions  
Calendar

## Downtown Sylva Association's 2009-2010 Partner Relations & Professional Development Opportunities

### Professional Development Opportunities

Tom Shay meetings and presentation  
Opportunity to attend the Main Street program  
Quarterly networking socials  
Monthly business brainstorming networking meetings

### Advertising already confirmed

Fine and Performing Arts program  
WNC travel guide  
Mountain Heritage Day  
Smoky Mountain High School program  
Ads to promote the350project.net

### Promotional /Advertising Items

Have you shopped Sylva lately? [www.the350project.net](http://www.the350project.net)  
Monthly online newsletter that reaches close to 1000 people  
DSA partner tips on website and online newsletter: new in September  
Coverage on DSA's website/facebook (new in August)  
DSA visitors guide (10,000 copies)  
Rack Card that displays downtown events (10,000 copies)  
Rack cards and Visitors Guide promoted through Jackson County Chamber of Commerce