**Waynesville Merchant Association Promotional Initiative Recommendation Form**

The following form is designed to provide a cohesive procedure for capturing and recommending innovative ideas and marketing and sales initiatives to the association for approval and implementation. By following this guide, the sponsoring shop owner and/or interested third party will be able to clearly articulate the initiative to the association’s shop owners so that they have a clear understand of the initiative to help them evaluate their level of participation and investment. Each recommended initiative should be submitted to the association members for discussion and approval at least two quarters in advance of the quarter (season) that the initiative is expected to launch.

Sponsor’s Name: Click here to enter text. Sponsor’s Shop: Click here to enter text.

Sponsored third party: Click here to enter text.

Preferred contact information: Click here to enter text.

Initiative title (Theme): Click here to enter text.

Initiative description (Challenge and solution): Click here to enter text.

Initiative objectives (Outcomes): (Check all that apply and explain):

Generate suspect awareness, discovery and universal access

Generate prospect interest, village and/or shop traffic and engagement

Capture buyer initial sales, revenue and profit

Capture expectant customer incremental (transition) sales

Capture established patron lifecycle (reoccurring) sales

Generate established patron circle of influence (referrals) sales

Other: Click here to enter text.

Initiative targeted generational segment: (Check all that apply and explain)

Mature (Age 76<94): Click here to enter text.

Boomers (Age 57<75): Click here to enter text.

Generation X (Age 41<56): Click here to enter text.

Generation Y (Age 20<40): Click here to enter text.

Generation Z (Age under 20): Click here to enter text.

All generations: Click here to enter text.

Initiative targeted demographic segment (Check all that apply)

Males  Females  Families

High household income (120+)  Moderate household income (70K<120K)

Medium household income (31K<70K)  Low household income (10k<30K)

Initiative targeted geographic segment (Check all that apply)

Local South West Ohio area  Dayton regional area

Cincinnati regional area  Columbus regional area

Other: Click here to enter text.

Initiative planning, organization and approval quarter (Season): Click here to enter text.

Spring (March, April, May)  Summer (June, July, August)

Fall (September, October, November)  Winter (December, January, February)

Initiative promotion, implementation quarter, planned launch date and scheduled hours: Click here to enter text.

Spring (March, April, May): Click here to enter text.

Summer (June, July, August): Click here to enter text.

Fall (September, October, November): Click here to enter text.

Winter (December, January, February): Click here to enter text.

Waynesville Village/Township point person, expectations and investment: Click here to enter text.

Name: Click here to enter text. Phone: Click here to enter text. Email: Click here to enter text.

Waynesville Chamber point person, expectations and investment: Click here to enter text.

Name: Click here to enter text. Phone: Click here to enter text. Email: Click here to enter text.

Waynesville Merchant Association point person, expectations and investment: Click here to enter text.

Name: Click here to enter text. Phone: Click here to enter text. Email: Click here to enter text.

Warren County point person, expectations and investment: Click here to enter text.

Name: Click here to enter text. Phone: Click here to enter text. Email: Click here to enter text.

Shop owner point person, expectations and investment: Click here to enter text.

(Attach a list of participating shops, owners, investments and expectations)

All shops: Click here to enter text.

Initiative agenda (program), resource requirements and budget: Click here to enter text.

Games, sports and planned activities: Click here to enter text.

Equipment, tents, tables, chairs, and other initiative support material: Click here to enter text.

Food, beverage, paper products and other consumables required: Click here to enter text.

Awards, prizes, premiums, and other applicable merchandise: Click here to enter text.

Shop traffic generator and shopper engagement and sales motivators: Click here to enter text.

Security, crowd and/or traffic control resources: Click here to enter text.

Medical, first aid and comfort support resources: Click here to enter text.

Other: Click here to enter text.

Shopper (customer) expectations and investment (Cost): Click here to enter text.

Marketing and promotional suggestions, key messages and proposed budget: Click here to enter text.

Event (initiative) logistics, set-up, launch and take-down requirements, resources and budget:

Click here to enter text.

Event (initiative) location: (Single shop, all shops, street, etc.): Click here to enter text.

Post-event (initiative) fulfillment (follow-up): Click here to enter text.

Please submit each initiative recommendation form and any applicable support material to the Waynesville Merchant Association president at least two quarters before the initiative is planned to launch for approval and scheduling a presentation to the group.