



January 11, 2010

It's hard to believe, but four months from now it will be spring-time in Wichita and Riverfest will be underway! In anticipation, we're initiating a new program for Riverfest 2010 that will:

- drive traffic into your business, and
- provide those who purchase a Riverfest button with a discount when shopping at your store.

Here's how it works.

- 1) You determine a special discount to be offered anyone wearing or showing their Riverfest button in your store. This can be part of a regular in-store promotion or something entirely new. The goal is to drive traffic into your store prior to and during Riverfest.
- 2) Beginning April 5 through May 17, sell Riverfest buttons in your store offering anyone with a button the special discount you've determined. You could even create a Riverfest frequent shopper card to bring button owners into your store several times during the six-week timeframe.
- 3) WFI will include your company name in the following promotions related to Riverfest:
 - **Riverfest web site**, with a link to your business web site and information regarding your special discount offer (average four (4) million hits in the months of April & May)
 - **Riverfest Guide**, circulation 150,000
 - Spring edition of WFI's newsletter, **Festivities**, circulated to 4,000 businesses and households.
 - The discount program will also be promoted on the **Riverfest promotional poster** distributed throughout Wichita.
- 4) A **Riverfest button replica window cling** will also be provided for display at your store indicating your partnership.
- 5) WFI will deliver the buttons, point of sale displays and promotional information to your location(s) no later than April 2.

If you've sold Riverfest buttons before, we appreciate your support and hope you will choose to be involved again this year, taking advantage of this new opportunity. If you've not sold buttons in the past, this new initiative is a way to support a great community tradition while driving traffic into your business.

Enclosed is a sign-up form with additional information about the program. Should you have questions, please contact our Communications Manager, Allyson Clark, at allyson@wichitafestivals.com or (316) 267-2817. We are eager to work with you and help your business reap the rewards of partnering with Riverfest. Thank you in advance for your support.

Sincerely,

Janet Wright
President/CEO

enclosure



2010 Show & Save Button Program

April 5 – May 17, 2010

Riverfest Show & Save Button Program Information:

1. Sell Riverfest buttons in your store. Buttons, point of sale display(s) and other promotional material will be delivered to your business free of charge prior to April 5.
2. Discount must be valid from April 5 through May 17.
3. Anyone showing their Riverfest 2010 button is eligible to receive the discount identified.
4. **Return completed information below no later than Feb. 8** for inclusion in all promotional materials.
5. **Return any unsold buttons and payment for those sold to WFI by May 28, 2010.**

PLEASE COMPLETE THE FOLLOWING:

____ I want to participate in the Riverfest Show & Save Button Program at the following place(s) of business:

____ I will sell buttons in the following store(s), but will not participate in the Show & Save Button Program.

Business Information

1. Name of Business (please list as you would like it to appear on the Web site):

2. Address (City, State, Zip): _____

3. Phone: _____ Fax: _____

4. Website address: _____

5. E-mail address: _____

6. Contact Person: _____

7. Authorized Signature and Title: _____

Discount Offer

Please outline the type of discount you will offer to purchasers wearing or showing their button. Keep description to 12 words or less, i.e. 20% off any one item. Your special offer will be listed on our Web site at wichitariverfestival.com:

Buttons

Please indicate the number of buttons and point of sale displays you will need. Buttons and all other materials can be delivered to you free of charge prior to April 5, 2010 or can be picked up at Wichita Festivals, Inc by April 2.

____ Buttons

____ Please deliver my buttons at no cost (*order must be received by March 26*). **Note:** WFI cannot deliver to PO Boxes or residential addresses.

____ I will pick up my order at Wichita Festivals, Inc.

____ Point of sale displays (each display will hold approximately 40 buttons)

____ Number of promotional posters to display in your business

Please return to Wichita Festivals, Inc. no later than February 8, 2010

Fax to 316.267.5901 or e-mail allyson@wichitafestivals.com.