

NOVEMBER 4, 2023

IS

HAMILTON DAY

**A CITY-WIDE CELEBRATION OF HAMILTON AND
SMALL BUSINESSES**

AN INITIATIVE BY
hamilton
chamber of commerce
your voice in business

HAMILTON CHAMBER OF COMMERCE BUSINESS BUILDING COMMUNITY

hamilton
chamber of commerce
your voice in business

The Hamilton Chamber has been championing Hamilton's business community for 178 years. Our organization is resilient, adaptable, and reflective of our vibrant city.

We believe a strong business community needs a strong Hamilton.

Today, we connect and drive prosperity. Tomorrow, we elevate Hamilton to Canada's forefront for innovation, investment, and quality of life.



956

**MEMBERS
(AND GROWING)**

**REPRESENTING
75000**

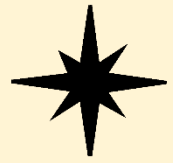
EMPLOYEES

2300

**BUSINESSES
IMPACTED**

HAMILTON'S BUSINESS COMMUNITY

We represent all industries within Hamilton's diverse and growing economy. We connect with employers, employees, community members, and partners across all sectors.



WHAT IS HAMILTON DAY?



**A CITY-WIDE CELEBRATION OF OUR COMMUNITY AND LOCAL BUSINESSES -
FEATURING OVER 1000 PARTICIPATING LOCAL BUSINESSES, POP-UP MARKETS,
AND ENTERTAINMENT ACTIVATIONS ACROSS HAMILTON.**

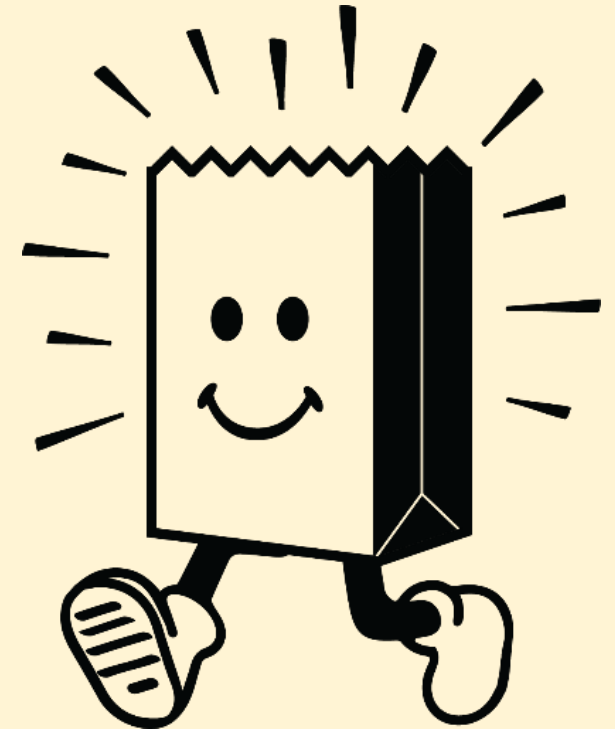


THE HISTORY:

ORIGINALLY HELD IN 1931 IN THE DEPTHS OF THE GREAT DEPRESSION, 'HAMILTON DAY' WAS DECLARED IN AN EFFORT TO BOOST SPIRITS AND THE LOCAL ECONOMY.

90 YEARS LATER, IN THE ERA OF COVID-19, IT WAS REVIVED BY THE HAMILTON CHAMBER OF COMMERCE TO SUPPORT AND CELEBRATE LOCAL AND SMALL BUSINESSES, INJECT LOCAL DOLLARS INTO THE ECONOMY, AND IGNITE COMMUNITY PRIDE.

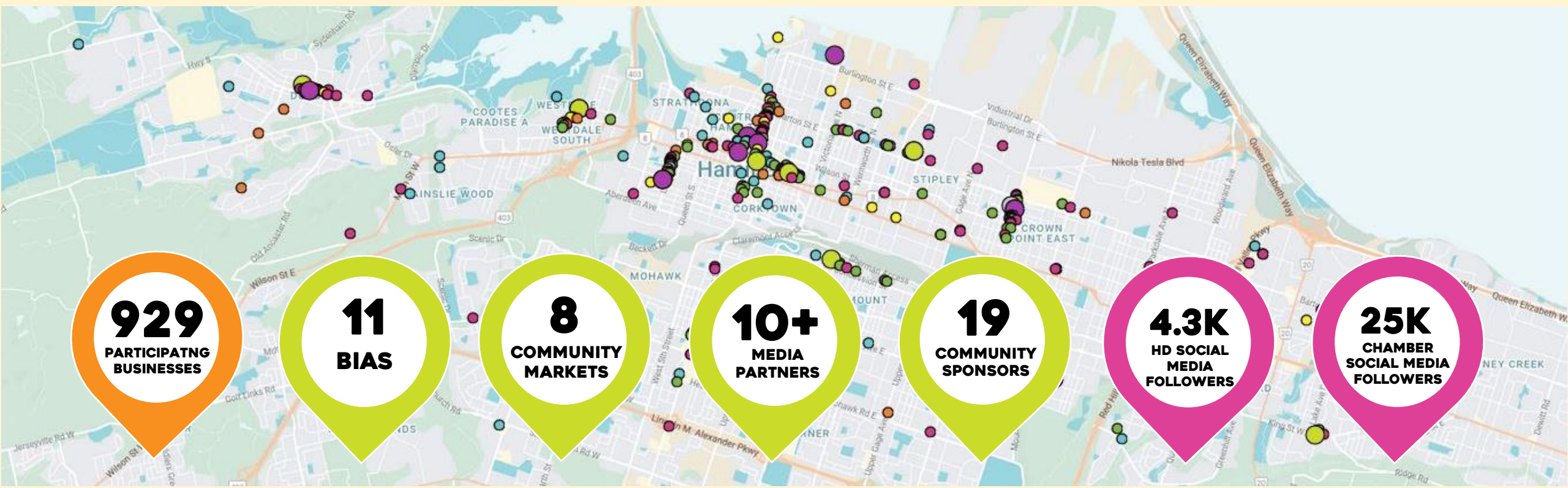
- Drives community connection and ignites community pride;
- Promotes Hamilton's local economy by attracting local and regional visitors and generating revenue for businesses in the region;
- Offers a free platform for our small business community to showcase their products and services and attract new customers;
- Celebrates and promotes Hamilton businesses on a regional scale.



✦ LAST YEAR'S COMMUNITY REACH ✦

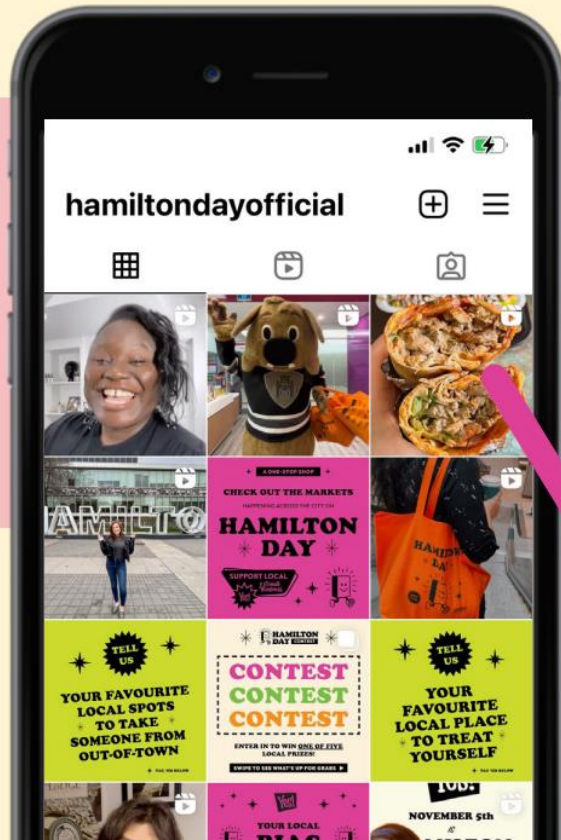
HAMILTON DAY IS TRULY A CITY-WIDE EVENT THANKS TO OUR ROBUST COMMUNITY/BUSINESS PARTNERSHIP NETWORK.

HAMILTON DAY AVERAGES 14 MILLION IMPRESSIONS A YEAR VIA TRADITIONAL MEDIA, AND 164K PEOPLE VIA SOCIAL MEDIA, IN 2022, WE RECEIVED 32 EARNED MEDIA STORIES AND 31K MICROSITE VIEWS.



A PROVEN SUCCESS

WITHIN THE SPAN OF TWO YEARS, WE'VE ESTABLISHED A ROBUST AND DIVERSIFIED PARTNERSHIP NETWORK, ONBOARDED ALMOST 1000 LOCAL BUSINESSES, AND ENGAGED PATRONS ACROSS THE CITY.



62%

SOCIAL MEDIA
GROWTH RATE
FROM 2021
TO 2022



WINNER OF THE FOLLOWING:

- **BEST SOCIAL MEDIA CAMPAIGN**, *Festivals & Events Ontario 2023*
- **BEST PROMOTIONAL CAMPAIGN**, *Festivals & Events Ontario 2023*
- **BEST ECONOMIC INITIATIVE**, *Sustainability Leadership 2023*

"Hamilton Day is a great event that benefits local business and helps promote a strong sense of community. The increased advertising this year helped engage consumers, which directly translated into increased foot traffic and sales." – *Krys, Owner, Cafe Domestique*

WHAT'S INVOLVED

1

THE LEAD UP:

Hamilton Day begins with an extensive 5 week promotional marketing campaign to generate excitement and raise the profile of local and small businesses. Our marketing mix includes traditional media, digital media, influencer marketing, swag and printed materials, etc.

During this time, small businesses are encouraged to register their participation at HamiltonDay.ca

2

FIRST WEEKEND IN NOVEMBER:

☑ Friday, Nov 3 – Opening Night Concert (Details TBD)

☑ Saturday, Nov 4 – Hamilton Day

The city becomes abuzz as the community hits the streets and hops online to explore a full day of activity & programming made possible by our key tourism, hospitality and community/business partners.

☑ Sunday, Nov 5 – Road2Hope Marathon & Spillover Activities



WHAT'S NEW THIS YEAR?

HAMILTON DAY IS CONTINUING TO BUILD MOMENTUM. THERE IS A GREAT DEAL OF OPPORTUNITY TO FURTHER EXPAND AND SUPPORT HAMILTON BUSINESSES.

STRATEGIC GOALS FOR 2023:

1

FURTHER ESTABLISH HAMILTON DAY AS A TOURIST EVENT & EXPAND TO 3 DAYS

- Expand regional marketing efforts within the GTA
- Expand programming partnerships to enhance patron engagement (walking tours, live music)
- Build a robust evening program (night markets, concerts)
- Encourage overnight stays via hotel partner packages
- Build and promote a schedule of events

2

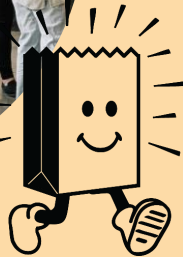
STRENGTHEN OUR DEAI OUTREACH STRATEGY

- Identify and engage under-represented potential patrons (students, youth, etc.)
- Target, spotlight, and promote all small business sectors (musicians, artists, farmers, etc..)

3

EXPAND OUR BIA MATERIALS

- Construct a mascot costume (Pepe the Paper Bag) *available to all BIA partners*
- Create custom printed posters for each catchment that includes BIA logos
- Build additional business resources and templates to assist with BIA business onboarding



BIA 2023 PARTNERSHIP OPPORTUNITY

LET'S DRIVE LOCAL TOURISM AND SUPPORT YOUR CATCHMENT BUSINESSES!

Hamilton Day will continue to provide all BIA partners with ongoing promotional support, custom digital resources, swag, and physical marketing pieces.

BIAs who are members of the Hamilton Chamber of Commerce will receive a \$1,500 activation budget.

Deliverables include:

1. Hire 2 Performers to Create On-Street Activations

These can be musical acts, children's entertainment, etc. We'll need to know specific locations and times of each performance throughout the day so that we can add them to the Hamilton Day programming schedule, and promote to patrons.

These performers will need to invoice, and be paid directly from the Hamilton Chamber of Commerce.

2. Marketing Support

Like last year, we want you to engage your catchments – encouraging businesses to participate, and patrons to come shop in your area the first weekend in November. This includes social media posts, e-newsletters to businesses, etc.

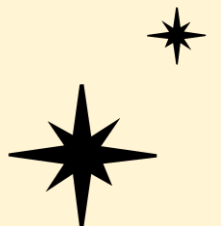
Each BIA is to provide an invoice to the Hamilton Chamber of Commerce identifying these costs as Digital and Print Ad Buy.

BIAs who are NOT members of the Hamilton Chamber of Commerce will be required to purchase a one-year \$430 membership, and receive a \$1,070 activation budget.

Chamber membership will allow you to access all our events, networking opportunities, group insurance and exclusive savings. It also provides exclusive government, policy and advocacy support, warm introductions to any of our 956+ members, and access to marketing opportunities via our Hamilton Chamber of Commerce channels.

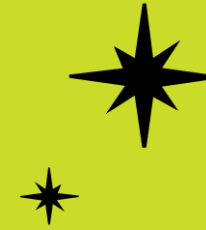
Deliverables include:

- 1. Hire 2 Performers to Create On-Street Activations**
- 2. Marketing Support (Digital & Print Ad Buys)**



TIMELINE & NEXT STEPS

PLEASE NOTE THESE KEY DATES IN YOUR CALENDARS



Friday, Sept 29	BIA Participation Contracts Signed & Returned
Friday, Sept 29	Digital Marketing Kits Provided
Wednesday, Oct 4	Online Business Registration Opens at hamiltontoday.ca
Wednesday, Oct 11	Physical Marketing Kits Provided Confirmation of Hired Performers
Friday, Nov 3	Opening Night Concert (Details TBD)
Saturday, Nov 4	Hamilton Day
Sunday, Nov 5	Road2Hope Marathon & Spillover Activities

PHYSICAL MARKETING KITS MAY INCLUDE:

- Tote Bags
- Rack Cards
- Lawn Signs – Hamilton Day Hero
- Buttons
- Coasters
- Posters 11x17 – Hamilton Day Hero
with BIA logo included
- Posters 11X17 – “I’m Participating”
with BIA logo included
- Posters 8.5x11 – Assorted Messages

DIGITAL MARKETING KITS WILL INCLUDE:

- Key Messages Document
- Sample Outreach Verbiage
- Brand Assets
- IG / FB / TW Graphics
- Email Header
- Business Outreach Materials



NEXT STEPS

1. MARK YOUR CALENDARS & PLAN AHEAD

2. QUESTIONS? LET'S CONNECT!

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