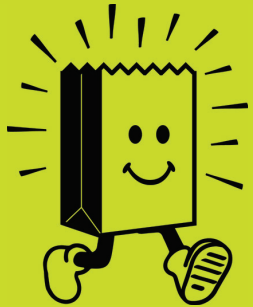
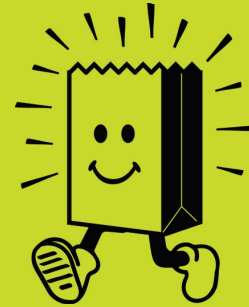


HAMILTON DAY



NOVEMBER 1-3, 2024



BIA PARTNERSHIP PROPOSAL



An initiative of the Hamilton Chamber of Commerce.

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your voice in business





A award-winning celebration of Hamilton and it's business community. ✨

Since 2021, Hamilton Day has expanded annually into a 3-day, city-wide celebration that drives millions of dollars of economic activity for our community.

Together, with our partners, we ignite local pride, drive local economic impact, and celebrate Hamilton businesses on a regional scale.



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We're not slowing down.

Hamilton Day 2024 is expected to draw **80,000+ visitors**, generate over **\$8 million in local and regional spending**, and support over **1,000 Hamilton small businesses**.



2023 Successes

- **\$6.2M** in local and regional spending
- **62K+** local and regional visitors
- **10M+** impressions across all platforms
- **75%** growth rate in social followers
- **79%** growth rate in website views
- **19%** increase in Hamilton GO ridership



Award-Winning Programming

- **Top 100 Event in Ontario** | *Festivals & Events Ontario*
- Award for Innovative Programming | *Ontario Chamber of Commerce*
- Innovative New Experience Award | *Hamilton Halton Brant Tourism*
- Best Economic Initiative | *Sustainable Leadership Awards*
- Best Promotional Campaign | *Festivals and Events Ontario*
- Best Social Media Campaign | *Festivals and Events Ontario*

6x
Award
Winner
in 2023



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EVENT SCHEDULE

Nov 1 | Kick-Off Activities

- Kick-Off Concert

Nov 2 | HAMILTON DAY

- 1000+ SME Participants
- 12 Pop-up Markets
- 11 BIAs Activated
- Music Concert Series
- 60+ Featured Programs
- Guided Tours & Crawls
- ***NEW*** Self-Guided Tours
- ***NEW*** Digital Scavenger Hunt
- ***NEW*** Staycation Hotel Program
- Hamilton Marathon Road2Hope

Nov 3 | Extra Activities & More Fun

- Dance Masters of Canada Convention
- Extended Business Promotions

Programming Overview

We encourage local visitors to explore their own backyard, while providing regional visitors with premiere opportunities to dine, shop, and experience Hamilton via the following signature engagement areas:



Shop Hamilton

The heart of Hamilton Day. We connect thousands of visitors to Hamilton-based businesses.



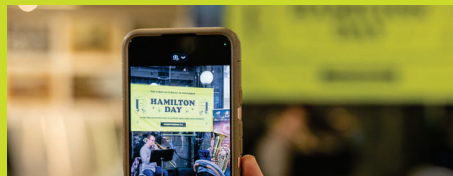
Experience Hamilton

We offer experiences that ignite local pride and showcase the best of our business community.



Explore Hamilton

We offer memorable and immersive tour offerings that drive economic impact and promote business.



Celebrate Hamilton

We spread that local love and celebrate the best of Hamilton and its small business community.

Shop Hamilton

The heart of Hamilton Day. We connect thousands of local and regional visitors to Hamilton-based businesses every year – driving home the importance of supporting local enterprise.



1000+ Business Participants | Retailers, eateries, and personal service providers activate through offering promotions and weekend-only incentives.



12 Markets | Both artisan and farmer, these pop-up markets foster placemaking and support close to 300 local vendors.



11 Business Improvement Areas | We partner with our wonderful BIAs to engage catchment SMEs and create vibrant patron experiences via programming and on-street entertainment.



Explore

Hamilton

We drive foot traffic to all corners of the city. Through our tours we create memorable and immersive offerings that engage, educate and inspire local and regional visitors, all while driving economic impact and promoting small business.



Guided Tours & Crawls | Designed to reflect Hamilton's unique identity, these group offerings spotlight Hamilton's film, street art, indigenous heritage, and culinary offerings.



***NEW* Self-Guided Tours** | Walk or bike through Hamilton and its BIAs via a series of 12 digital and printed self-guided tours.



***NEW* Digital Scavenger Hunt** | A citywide experience offering interactive game play, created by The Bard & Bear Games Cafe and powered by our app partner, GetintheLoop.



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Experience

Hamilton

You can do it all in Hamilton, especially on Hamilton Day weekend. Together with our partners we create experiences that ignite local pride and showcase the best of our business community.

This year we'll be categorizing our programming online to help audiences better plan their weekend and better promote our partners.

Categories will include:

- Art
- Literary
- Social
- Concerts & Music
- Theatre & Performance
- Sport



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Celebrate

Hamilton

Our award-winning marketing campaign showcases the best of Hamilton, yields high engagement, and generates excitement around supporting local.



Hamilton Day Promotional Campaign | Oct 1 - Nov 4

From ad buys, to custom swag, to 4 weeks of original social content, Hamilton Day effectively raises the profile of Hamilton and our partners.



***NEW* Small Business Week Campaign | Oct 21 - Oct 25**

In partnership with Economic Development and Tourism Hamilton, we are expanding our programming to include a special one-week campaign that highlights and supports local entrepreneurship via:

Webinar Series | A series of 5 virtual educational lunch and learns (one per day) designed to support entrepreneurs. Topics and speakers to be determined by our SBW partners.

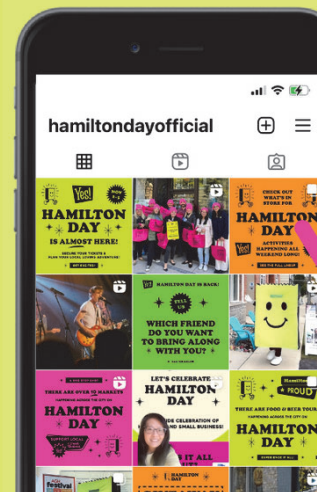
Our Networks



Social Media | Hamilton Day 2024 is expected to reach 11.5K followers and over 10K engagements across IG, FB & X.



Traditional Media | We average 12M impressions a year through partnerships with TV, radio, print, and out of home media.



BIA Partnership Opportunity

Let's continue to 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. In return, we ask that each BIA:

1) Hire 2 Performers to Create On-street Activations

These can be musical acts, children's entertainment, etc. We'll need to know the specific times and locations 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

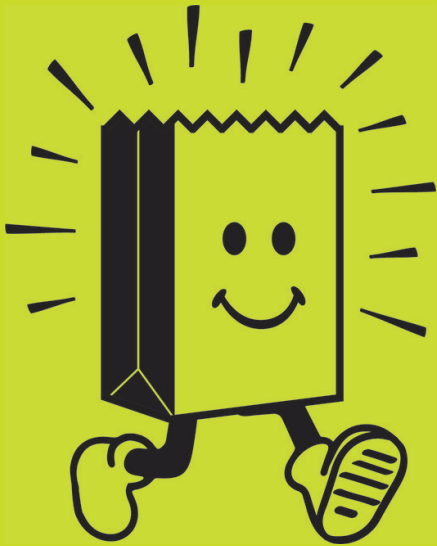
Like last year, we want you to engage your catchments - encouraging businesses to participate, and patrons to come shop in your areas the first weekend in November. This includes social media posts, e-newsletters to businesses, hanging up physical signage, etc.

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

ACTIVATION BUDGET

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

BIAs who are NOT members of the Hamilton Chamber of Commerce will receive a \$500 activation budget.



CONTACT

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