



Merchant Packet for The Great Escape

Date: Saturday, August 27, 2005

Time: 9:00 a.m. – 3:00 p.m.

Where: Don Owens Sports Complex

We hope you will support the Women's Shelter of Central Arkansas by providing a service and/or a merchandise booth at our annual fundraiser, The Great Escape. The Great Escape is a day of relaxation and selective shopping for women.

In your booth packet, you will find the following:

- Booth rental contract
- Certificate for \$50 off booth cost. You may redeem it if a signed contract and payment are received by May 15
- Certificate for \$25 off booth cost. You may redeem the certificate if a signed contract and payment are received by May 31.
- Certificate for \$25 off booth cost. You may redeem it if you participate and recruit an additional paid booth rental by May 31.
- Two flyers announcing the event. Please let us know if you would like additional flyers to post at your location.
- We will provide twenty-five tickets to sell from your location. We will check with you periodically to see if you need more or please contact Marlyn Masingill at 372-5809 to order additional tickets.
- An invitation to our 10th Anniversary Celebration. It will be held May 26, from 4:00 p.m. to 6:00 p.m. at the Treischmann Art Gallery at Hendrix College.

Why we think this will be the best year ever!

- **Advertising campaign.** Early registration will allow us to promote our merchants as well as the event.
 - Media coverage & support from Channel 4. Barbara Roberts will emcee our fashion show and promote the event during the morning show.
 - We have committed \$750 our advertising budget.
 - Our Great Escape banner will be placed in multiple locations for at least thirty days prior to the event.
 - Board members and other supporters will have yard signs promoting The Great Escape in place for at least thirty days prior to the event.
 - Each board member is responsible for placing a minimum of five posters in business around town.
- **Aggressive ticket sales.**
 - Each board member (20) will sell a minimum of ten tickets, focusing sales on people they believe will attend.

- **Getting The Word Out About WSCA.**
 - We will visit civic and church related organizations in the upcoming months. During the informational presentation, we will promote The Great Escape. Each board member is responsible for coordinating at least one presentation. We have our first presentation March 17.
 - Public Service Announcements on various TV, cable stations, and radio.
 - Our first PSA was on UCA's radio station, March 4. Our new executive director was interviewed.

- **Fundraiser Kick-off.** Our 10th Anniversary Celebration will be held May 26th, from 4:00 pm-6:00 pm, in the Gallery of Trieschmann Fine Arts Center, Hendrix College.

The Women's Shelter of Central Arkansas depends on your support for a successful fund raiser. I look forward to hearing from you soon.

Sincerely

Tracy Eichenberger
Merchant Chairman
Great Escape