

# Christmas Window Word Trail Proposal

## A Town-Wide Interactive Promotion



This proposal gives Bermagui a simple and fun way to increase foot traffic and spending across multiple shops during the Christmas period.

Let's turn the town into a Christmas Experience. I'll outline the general idea, and then suggest how we might customise it for Bermagui.

**This is a practical, low-tech promotion** that will encourage browsing and repeat visits. High-quality, impactful, hand-painted window art can create a shared, visible Christmas presence in Bermi.

It's more than decoration. **It's a structured activity** that drives movement and spend. It gives folks a clear reason to walk the entire town rather than stopping at one or two stores.

### The Idea

Each participating shop features a **hand-painted Christmas window scene**. Hidden within each scene is a word or short phrase. Visitors follow a simple map, collect the words from each window, and combine them to reveal a complete Christmas message.

### How It Works

- Visitors pick up a Trail Map (or download it)
- Each shop window contains a hidden word
- Words are collected in any order as visitors move through town
- The words form a complete Christmas message. (There might be more than one way to combine them and this could be funny.)
- Completed entries go into a prize draw

Optional: Bonus entries for purchases made in participating shops

### Why It Works

People are engaged, not just passing through. They spend longer at each window trying to find the word and it creates conversation ("Did you find the one at...?"). Families, visitors, and locals can all participate easily and it ties directly into spending *when it's paired with entry incentives*. It also creates strong, shareable content for social media - both for the shops and the town.

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### Prizes & Incentives

**Main Prize:** A "Shop Local Christmas Hamper"  
(made up of items or vouchers from participating businesses)

### Optional Additions:

- Shops could offer bonus entries linked to purchases.
- "Best Creative Answer" prize for fun or imaginative responses - shared through social media



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I handle the window painting, provide all graphics for promotion, and the sales portal. The Chamber supports coordination and promotion:

- Endorsement of the concept
- Promotion (social media, website, local visibility)
- Map and poster printing
- Coordination of prize hamper contributions and prize-draw

## From Participating Shops:

- Payment for their window art / removal
- Window access for painting
- Optional prize contribution

## Artwork & Delivery

All artwork is done by me. I paint by hand and my designs are my own work. I design specifically for visibility from the street. The artwork is durable for the full campaign period. And I'll work with you to tailor the design theme and promo concept to suit Bermagui. (see the end of this document for referees)

## Participation & Pricing

Shops participate at one of three levels. This is a once-off cost that delivers a full month of visible street presence and increased organic social media exposure - because it's a fun thing and will be shared.

**Corner Scene – \$250**

**Full Side Scene or Large Centred Scene– \$380**

**Feature Window – \$550**

**Ideal scale: 10–20 participating shops**

## Timing

**EOI:** Opens immediately (4-6 weeks) *Registers early interest and gives businesses priority notice ahead of limited spots*

**Shop sign-up:** July to September *Confirmed participants secure their place in the trail*

**Painting:** Mid to late November

**Promotion period:** December through to Christmas

**Prize draw:** Final week before Christmas

*Removal at the end of the season is charged separately (starting from \$40), or shops can remove it themselves (I provide a scraper to keep - \$20 - and instructions)*



## TWEAKS FOR BERMAGUI

Since Bermi has 2 rather distinct areas - the main street and the Wharf complex, this suits a two zone trail - each with their own message. For the main prize, both could go in the same draw for the same prize, or each zone could run their own prize-draw.

Also, the artwork in the zones could have a slightly different theme: Wharf Complex - all seaside and ocean creatures; Main street district - other Aussie animals.

## Next Step

If the Chamber is on board, the next step is to help me get the word out to the shop owners. I'll set up an EOI page and form on my website, and we can gauge interest. (EOI can be opened as soon as the Chamber approves the promotion)



# Some examples of my seasonal window painting

All artwork is hand-painted, designed for visibility from the street, and tailored to each shopfront.



# Some examples of my seasonal window painting



## Referees:

Robert Hayson - 0408 118 874 former President of Combined Chambers Bega Valley

Jess O'Donnell - 0400 611 818 Merimbula Chamber of Commerce

John Watkin - Bega Chamber of Commerce