

NOEL NIGHT

MERCHANT OPPORTUNITIES DATES, AND DEADLINES *DECEMBER 1ST 2017*

“Durango’s Christmas Party!”

This festive holiday event was established in 2002, reminding our community to “Shop Local” for the holidays, bringing in shoppers from the Four Corners area, and showcasing our great downtown and local shopping! It was established as a response to the Missionary Ridge Fire and the impact it had on our local, independent businesses, and since has grown to become a local holiday favorite that brings our community together.

NOEL NIGHT

brought to you

in collaboration by:



Entertainers

Over the years, local entertainers and musicians have helped Local First make Noel Night a very special night (and day)! This is a great way for entertainers to connect with the community. This is an unpaid, volunteer performance at various locales downtown, with a listing in the Durango Herald Noel Night insert publicizing participation and the Local First website.



Entertainers are invited to sign up **by Nov. 7th**, using this form:

[Calling all Musicians and Entertainers Online Form](#)

Merchant & Non-Profit Participation

Events and Entertainment

Many merchants plan special events in conjunction with Noel Nights such as book signing, special photo-ops, or partner events with nonprofits and other businesses, which increases their revenue and drives traffic to their store. List your events for promotion in this form.

Live music is another great perk to Noel Night and a great way to increase business at your store. ***Are you open to hosting live music or performers at your place of business?***

Fill out the form below **by Nov. 8th** and check yes for hosting live entertainment!

[Online Form - List Your Events/Host Entertainment](#)

Participation Cost: \$50. Participation in Noel Night requires a \$50 fee to Local First, which can be paid by check to Local First P.O. Box 2058 Durango CO 81302. This fee is COVERED if you participate in the Noel Night Insert.

Noel Night Sponsorships (\$500)

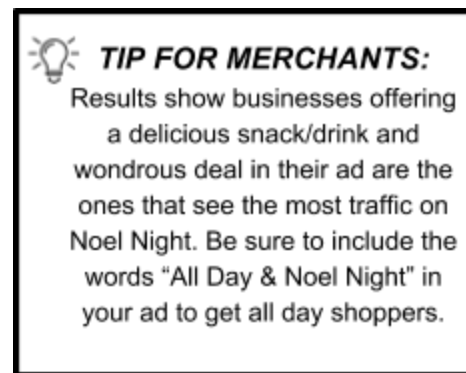
A few sponsorships are still available. Please provide logo and payment to info@local-first.org by **Nov. 1st**. Your logo will be included in local and out of area advertising.

Noel Night Insert Advertising Opportunities

The Durango Herald is creating an insert AND collecting your \$50 participation fee, which they pass along to Local First. The Noel Night insert is scheduled to come out on November 25.

See page 4 and 5 for pricing details. The Durango Herald is partnering with Local First to spread the word widely in ways that have been tailored based on YOUR feedback.

Other marketing benefits this year include regional marketing, a social media campaign, additional Noel Night inserts provided to participating businesses around November 30, along with General and Participating Merchant Posters distributed to your place of business.



Important Insert Deadlines and Dates:

Booking & Artwork

Space Deadline: **Wednesday, Nov. 15**

Artwork Deadline: **Friday, Nov. 17**

Publication

Durango Herald: **Saturday, Nov. 25**

Pine River Times: **Friday, Nov. 24**

Social Media & Graphics Package

After Nov. 1st, go to www.local-first.org for your Social Media & Graphics Package. SHARE these on your social media platforms, newsletters, and decorations within your shop! If we all leverage our contacts and lists, word of Noel Night 2017 will spread far and wide! We are so appreciative and excited to see this event give back to our locals and our local businesses this holiday season!

Questions? Please contact Local First at office@local-first.org or call 970-799-6618

**The Mission of Noel Night is to celebrate
our historic downtown shopping district during the holidays.**



Holiday Wholesale Products Available

This year... in addition to the events, music & festivities organized by Local First, we are excited to introduce: **The 10th Anniversary Edition of the Be Local Coupon Book!**

Due out in stores Nov. 24th - to "Do Black Friday The Local Way"!

[Local First Members: Become a Book Seller! Order Now!](#)

NOW TAKING ORDERS!

2018 **BE LOCAL COUPON BOOK**
LA PLATA COUNTY, CO
LOCAL-FIRST.ORG

#25

LOCAL-FIRST.ORG
970.799.6618
INFO@LOCAL-FIRST.ORG

Meet the top 10 localists inside!

- ✓ Bulk discounts for orders of 10, 50, and 100.
- ✓ Hits your stores the week of November 20th.

[Sell Localist T-Shirts](#)

localist

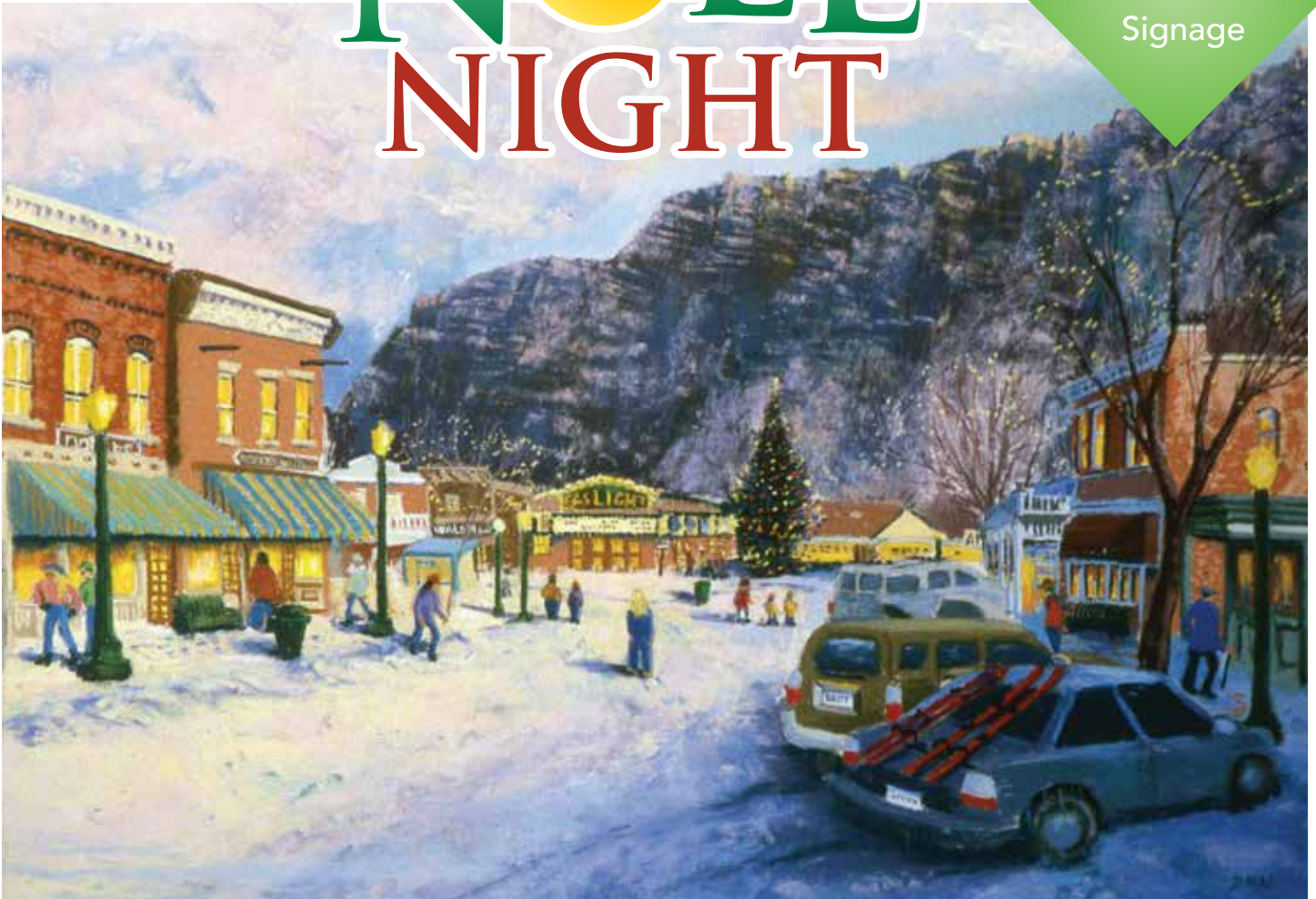
[to(gether) +
(we) make a difference]

December 1st
2017

10 AM
to 9 PM

NOEL NIGHT

Includes
Participating
Merchant
Signage



*Durango's celebration of **Local Holiday Shopping***

Noel Night reminds our community to "shop local"

Brings in shoppers from the Four Corners area

Showcases our great downtown and local shopping.

Noel Night is Durango's Christmas Party!

For questions on Noel Night events/organization:
contact Local First, www.local-first.org

Now home delivered to
41,000 readers in print
and **400,000 unique**
online visitors

BALLANTINE
COMMUNICATIONS



THE Durango HERALD

PINE RIVER
TIMES

Call today to reserve your space! Advertising Department (970) 247-3504

NOEL NIGHT

December 1st 2017

10^{AM} to 9^{PM}

Ad Sizes & Investment includes participation fee to Local First for organizing event, additional promotion

			Noel Night Guide + Online
Full Page	Color	9.5" x 9.5"	\$995
1/2 Page	Color	9.5" x 4.5"	\$575
1/4 Page	Color	4.5" x 4.5"	\$300
1/8 page	Color	4.5" x 2"	\$200
1/8 page	B&W	4.5" x 2"	\$175

Important Dates

Booking & Artwork

Space and Artwork Deadline: Wednesday, November 15
 Approval Deadline: Friday, November 17

Publication

Durango Herald: Saturday, November 25
 Pine River Times: Friday, November 24

Noel Night, traditionally held on the first Friday after Thanksgiving, is a community-wide holiday event, featuring hospitality by merchants, entertainment by local artists, fundraising events and general festivity in the downtown area.

All merchants are invited to participate. Your ad fee is shared with Local First. The Durango Herald is responsible for much of the promotion, while Local First handles additional promotion and organizes the events and entertainment.

Noel Night has grown into Durango's Christmas Party over the past 15 years, thanks to your continued investment, participation and support!

Call today to reserve your space! Advertising Department (970) 247-3504

BALLANTINE
COMMUNICATIONS



THE Durango HERALD



I hereby agree to participate in these special publications of Ballantine Communications and have circled the appropriate package listed above. I also understand all deadlines and commitments to the package.

Ballantine Communications Account Executive (Sign and Date)

Business Owner (Sign and Date)