
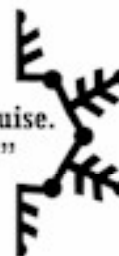




# HOSTING A CANDY CANE CRUISE



"Part sleigh ride, part car cruise.  
It's not cold — it's COOL!"



# WHAT IS A CANDY CANE CRUISE?

It is a holiday promotion in which spectators enjoy the spectacle of convertibles “cruising” a merchant district with their tops down in winter.

(a modern sleigh ride)



## WHY HOST A CANDY CANE CRUISE?

- Unique way to celebrate the holiday season.  
It's not another lighting ceremony!
- Comprised of your target audience.  
(No need to deal with out-of-town talent.)
- Invites your target audience to participate.
- Ample opportunities for your merchants to be involved and directly benefit.
- **Leverages your current holiday activities and budget.**

# HAPPY MERCHANTS

Increase foot traffic **THREE** ways:

- Participate in goodie-bags  
(bags given to each registered driver)
- Special Cruise activity  
(unique special attraction during the Cruise)
- Passport program



# DIRECT MERCHANT INVOLVEMENT

## **Goodie Bags to drivers**

Encourages return visits

- Freebie
- Sample merchandise
- Coupon
- Gift Certificate
- Free gift upon visit
- Free upgrade (size)
- Brochure/take-out menu

## **Special Cruise activities**

Attract spectators into the store

- Sales of official ornament
- Candy canes
- Free food – cookie, candy, hot chocolate, eggnog
- Character or celebrity appearance
- Special display
- Kids crafts
- Face painting
- Holiday photo spot
- Hand warmers
- Cookie cutters
- Glow sticks

# MERCHANT PASSPORT PROGRAM

Include all participating merchants on a “passport” distributed to attendees.

- Passport promotes specials at each location.
- Encourages attendees to visit each location to collect stamp/sticker on Passport.
- Completed passports are eligible for grand prize at end of evening.



# EASY EVENT TO PRODUCE

- Coordinate merchant coordination.

- Invite convertibles to cruise.

Free or Fee to register?

- Develop Cruise route.

Street closure not required.

- Decorate and promote as your normally do.

- Additional elements.

Photos, entertainment, ice sculpting, etc.



# ATTRACTING CONVERTIBLES

- Convertible owners are attracted to opportunities to drive with their top down.
- Festive outing
- Collectible Ornament
- Goodie bag
- Other incentives:
  - Commemorative Photo
  - Customizable Signage



# ENJOYING THE FESTIVITIES

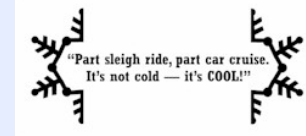
Seasonal activities attract spectators and shoppers.

- Spectacle of convertibles in winter is a must-see.
- Low cost holiday event is affordable for families.
- Store-to-store activities offer something for everybody (and provides a little warmth).
- Additional entertainment/decorations increases attraction to event.



# BEING AN OFFICIAL CANDY CANE CRUISE EVENT

- Proven concept.
- Access to images and graphics.
- Part of a growing brand.
- Inclusion on branded website.
- Exclusivity in 5-mile area.
- Experienced planning instructions.
- On-going “best practices” newsletters offer on-going dos and don’ts and other tips.
- Source for official collectible ornament.



# GETTING STARTED

Be a part of the Candy Cane Cruise Season!

For licensing information contact:

Dominic Bonacci  
Academic Ventures  
1802 Lakeview Ave.  
Rocky River, OH 44116  
440-356-8743  
440-356-8753 fax

[www.candycanecruise.com](http://www.candycanecruise.com)

info@candycanecruise.com

