

# CITY OF ALEXANDRIA GRANTS FUNDING TO BUSINESSES FOR HOLIDAY PROMOTION

The Old Town Business and Professional Association (OTBPA) is pleased to announce a funding grant that makes possible a cost-effective marketing campaign for businesses throughout the entire city of Alexandria. Thanks to this partial funding from the Alexandria City Marketing Fund Committee and the Alexandria Convention and Visitor's Association (ACVA), the OTBPA is offering businesses a holiday marketing campaign at exceptional savings.

Our 2010-2011 campaign features four-color pocket-sized booklets full of discount offers and incentives for Alexandria's residents and visitors to spend their time and money in Alexandria. Our campaigns will compliment and coincide with the ACVA's holiday campaigns and the city's Buy Alexandria campaign.

## 100,000 BOOKLETS FEATURING RETAILERS AND SERVICE PROVIDERS



In November 2010, booklets will be mailed to 80,000 homes and 10,000 businesses, and hand distributed to 10,000 hotel guests, city visitors and shoppers during the holiday season.

## 100,000 BOOKLETS FEATURING RESTAURANTS AND THE ARTS AND ENTERTAINMENT



In January 2011, booklets will be mailed to 80,000 homes and 10,000 businesses, and hand distributed to 10,000 hotel guests, city visitors and shoppers during the winter season.

We are thrilled that the Alexandria City Marketing Fund and the Alexandria Convention and Visitor Association's contributing funds for these projects make the cost to each participating business only \$1,310 for 100,000 --- a little over one cent (\$.013) for each advertisement per booklet!

For more information on how to benefit from the OTBPA Marketing Campaigns, please contact Roger Parks at 703-549-5126 ([aadofnova@aol.com](mailto:aadofnova@aol.com))

**THERE IS A LIMITED NUMBER OF PARTICIPANTS PER BOOKLET.  
Businesses are encouraged to make their space reservation now.**