

— 3<sup>rd</sup> Annual —

# SHOPPING EXTRAVAGANZA

Shopping Extravaganza  
Kickoff Meeting

Outlets  
*at San Clemente*

The background of the slide features a repeating pink geometric pattern of star-like or floral motifs. Three white rectangular boxes with pink borders are arranged vertically on the right side of the slide, each containing a title.

**Event Overview**

**Your Role**

**Reaching Our Goal**

# Event Overview

About “Shop Ex”

Schedule of Events

Prize Drawings

Online Ticket Platform

# About “Shop Ex”

- ❖ 27-year tradition
- ❖ 1990 in Cabazon
- ❖ More than 95 events
- ❖ Raised \$3.5 million
- ❖ 2017: Nine properties
- ❖ September – October



The background of the slide features a repeating pink geometric pattern of star-like shapes on the left side, which transitions into a solid white background on the right. Three horizontal white bars with pink borders are positioned on the right side, each containing text.

**38 Nonprofits**

**\$40,000 in Prizes**

**\$50,000 Fundraising Goal**

# Schedule of Events

## Saturday, October 7

- ❖ Shopping: 10 am – 8 pm
- ❖ Registration: 10 am – 1 pm
- ❖ Lunch: 11 am – 2 pm
- ❖ VIP Tastings: 12 pm – 4 pm
- ❖ Prize Announcements:  
1 pm, 3 pm, 5 pm



# Ticket Holder Exclusives

## \$35 Ticket Includes

- ❖ Exclusive Discounts
- ❖ Two Prize Drawing Tickets (a \$10 value)
- ❖ OSC Tote Bag
- ❖ Complimentary Bag Check
- ❖ Private Catered Lunch
- ❖ Wine & Cocktail Tasting
- ❖ Entertainment



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**\$25 Donation to  
Charity of Choice**

# Prize Drawings

## **\$40,000 in Prizes**

- ❖ Grand Prizes
- ❖ 1,500 \$25 Gift Cards
- ❖ Prize Drawing Tickets
  - Two Complimentary
  - \$5 Donation per Additional
- ❖ Drawings:  
12 pm, 2 pm, 4 pm
- ❖ Announcements:  
1 pm, 3 pm, 5 pm



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**100% of Proceeds**

**Equal Share**

**Minimum 125 Check-Ins**

# Online Ticket Platform

[ShopOSC.com/tickets](https://ShopOSC.com/tickets)

- ❖ Designated Ticket Type
- ❖ All-Inclusive Ticket
- ❖ Print or Mobile
- ❖ Confirmation Details
- ❖ Scan at Registration
- ❖ Weekly Updates



Outlets at San Clemente invites you to join us for our Second Annual Shopping Extravaganza charity fundraiser, on Saturday, October 7. Ticket holders will receive exclusive discounts at Outlets at San Clemente's top brand name stores, all while raising money for 38 local charities.

**You Shop. Everyone Wins.**

# Online Ticket Platform

## Individual Purchase

- ❖ Lost Tickets
- ❖ Event Updates
- ❖ Key Information
- ❖ Obtain and Send Emails

[shopex@outletsatsanclemente.com](mailto:shopex@outletsatsanclemente.com)



# Your Role

Sell Tickets

Recruit Volunteers

Engage Attendees

# Selling Tickets

- ❖ Distribute Rack Cards
- ❖ Dedicated Eblast
- ❖ Social Media
- ❖ Calendar Listings
- ❖ Website Presence
- ❖ Marketing Tool Kit
- ❖ No Refunds



# Recruit Volunteers

- ❖ 6-8 Volunteers
- ❖ Volunteer T-Shirt
- ❖ Complimentary Admission
- ❖ Recruitment Eblast
- ❖ Online Signup Platform
- ❖ Confirmation & Reminder Emails



# Recruit Volunteers

## Various 3 – 4 Hour Shifts

- ❖ Attendee Registration
- ❖ Volunteer Check-in
- ❖ Lunch Area
- ❖ VIP Tasting Area
- ❖ Greeters

[ShopOSC.com/Volunteer](http://ShopOSC.com/Volunteer)



# Engage Attendees

## Optional Opportunities

- ❖ Table Onsite
- ❖ Swag Bag
  - Branded Gift
  - Collateral
  - 2,000 – 2,500 pieces





# Reaching Our Goal

Marketing  
Publicity

# Marketing

- ❖ Online and Print Ads
- ❖ Website
- ❖ Email Marketing
- ❖ Onsite Promotions
- ❖ Social Media

#ShopExOSC



# Publicity

- ❖ Press Release
  - Pre- and Post-Event
  - General Outreach
  - Hyperlocal Targeting
- ❖ Online Calendars
- ❖ Media Attendees
- ❖ Share Your Story



The background of the slide is a solid pink color with a repeating geometric pattern. The pattern consists of interlocking lines that form a series of star-like or floral motifs, creating a complex, symmetrical design across the entire surface.

# Keys to Success

The background of the slide features a repeating pink geometric pattern of star-like or floral shapes. Three white rectangular boxes with pink borders are arranged in a descending staircase fashion from the top left towards the bottom right.

**Start Today**

**Schedule Multiple  
Postings**

**Utilize Tool Kit**

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**Oversell**

**Cross-Promote**


**Make It Personal**

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**Share Your Story**

**Let Us Be a Resource**

**Have Fun**

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Q & A

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# SHOPPING EXTRAVAGANZA

**Thank You & Good Luck!**

Outlets  
*at San Clemente*