- 3rd Annual -SHOPPING EXTRAVAGANZA

Shopping Extravaganza Kickoff Meeting





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



\$50,000 Fundraising Goal

\$40,000 in Prizes

38 Nonprofits

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



\$25 Donation to Charity of Choice

Prize Drawings

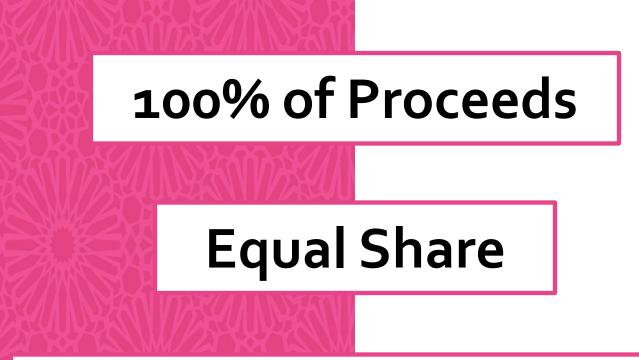
\$40,000 in Prizes

- 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





Minimum 125 Check-Ins

Online Ticket Platform

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



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



Engage Attendees

Optional OpportunitiesTable 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



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Publicity

Press Release

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



Keys to Success

Start Today

Schedule Multiple Postings

Utilize Tool Kit



Cross-Promote

Make It Personal

Share Your Story

Let Us Be a Resource

Have Fun

Q&A

- 3rd Annual -SHOPPING EXTRAVAGANZA

Thank You & Good Luck!

