



Merry Madness

This year, it's not a sprint.
It's a merry-thon!

Introducing the Merry Madness Passport

Merry Madness – Portland Downtown’s signature holiday shopping event – will look a lot different this year. While we won’t be able to throw a big kickoff party and pack stores with crowds, we’ve developed an alternative plan that will allow for **safe and fun holiday shopping & dining experiences** over a four-week period. It’s all possible thanks to our new **Merry Madness Passport**!

What is the Merry Madness Passport?

The **Merry Madness Passport** is a pocket-sized booklet filled with deals, discounts, and special offers at participating downtown businesses. The Passport makes it fun and easy for shoppers to explore downtown, support the local businesses they love, and find treasures for everyone on their holiday shopping list. Adding to the fun: Passport holders can collect official **Merry Madness Passport** stamps throughout the season. Passport holders who collect 10 stamps or more will be eligible to win some amazing raffle prize packages curated by **Portland Downtown**.

When can the Passport be used?

The Passport can be used throughout the entire month of December (December 1 to December 31, 2020). This helps reduce big crowds and allows for flexible shopping over a period of four weeks. With a **Merry Madness Passport**, customers can create their own shopping adventures, support their favorite shops & restaurants, discover new gems, and compete to collect stamps and win prize packages.

How can shoppers get a Passport?

Merry Madness Passports will be available to order online mid-October. With the support of our community sponsors, **Portland Downtown** expects to make the Passports available free of charge to shoppers. **Portland Downtown** will mail Passports to customers via USPS First Class Mail. To manage production time and costs, **we will limit the total number of available Passports to 1500**. Given the fervor and loyalty of **Merry Madness** shoppers, we expect all available Passports to be claimed very quickly!

How do Passport holders redeem the offers?

At the discretion of the individual participating businesses, **Passport offers may be redeemed in-store, online, or both**. If redeemed in-store, there will be a place for businesses to “stamp” the Passport with a custom stamp or sticker provided by **Portland Downtown**.

Register your business online at
portlandmaine.com/passport
no later than October 1, 2020.



Portland Downtown
P.O. Box 8593
Portland, ME 04104
207.772.6828
portlandmaine.com





Merry Madness

Join our all-new Merry Madness Passport for 2020!

How can your business participate?

- First of all, it's free! There is **no cost** for downtown businesses to participate.
- You must submit your Passport offer (text and business logo) online at portlandmaine.com/passport by October 1, 2020. We realize this deadline may seem early, but it's vital to allow plenty of time for the design, proofing, printing, and mailing of the Passports.
- Each participating business will have one page of "real estate" in the pocket-sized booklet which will include your logo in black & white, your physical business address, your business website, your business phone, and the text of your offer (limited to 25 words or less).
- Portland Downtown will take care of the layout, design, and printing of the Passport (similar to our process for our popular **Downtown Worker Appreciation Day Coupon Booklet**).

Things to consider as you create your Passport offer:

- What are your goals? Are you trying to generate more online sales? Increase foot traffic into your store? Schedule private shopping experiences for small groups? **Be sure to curate an offer that makes sense for your business.**
- The Passport will be valid for the entire month of December, but it's up to you whether your offer is good for one-time use or for multiple visits in-store or online. **When submitting your offer, make sure your language and instructions are crystal clear.**
- Given the unpredictability of these times, try to ensure that your offer is **feasible, deliverable, and easy for you and your staff to manage** (and pivot if necessary!)

Sample Passport offers. Be creative & have fun with it!

- Complimentary champagne & strawberries for your private party of six or less. Must call ahead to book.
- 20% off your online order with promo code merry2020.
- Buy one specialty cocktail, get one free.
- Complimentary hot chocolate & cookies for your quaranteam. Must call ahead to book your private shopping experience.
- \$5 Merry Madness cocktails every Wednesday in December (4-6pm only).
- Free shipping for any online order with promo code PTLDME.

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