



Diva Day

Date: August 19, 2014

Overview: Diva Night has been an annual occurrence in the Village, however, the attendance was lower than usual in the February event so we opted to try expanding the event to a full day of discounts and specials in the Village to attempt to capture shoppers for the entire day.

Promotional Details: Participating businesses were asked to pay a small participation fee and, if hosting the registration or closing ceremony, a large fee. In addition, participating businesses were asked to deliver a gift basket for donation for the end of night drawings. We had an event sponsor, Firefly Real Estate.

Value:

\$1,190.40 worth of advertising and promotions (does not include value of social media, print, web and direct newsletter promotion).

- [Newspaper impressions](#)
 - o 58,090 print impressions
- [Radio Promotions on WUWM](#)
 - o Reach: Cumulative 100,000 listeners per week across 16 radio spots directing listeners to the Diva Day Page
- [Print Materials](#), IE: Posters, Flyers, Postcards
- Social Media, PR, Newsletters
- High profile on WauwatosaVillage.org

Direct links to participating businesses via overall event promotion including:

- Banners
- Newsletter promotions
- Promotion online via area event calendars, IE Milwaukee365, JOnline Events
- General Website promotion

Outcomes

- 125 registered attendees
- 887 engagements/purchases during event

Overall Promotion Budget

Income:

\$705 (business participation @\$10 for Retail or \$5 for restaurants PLUS donation of gift basket for drawings) 25 businesses participated
\$500 sponsorship from Firefly Real Estate
\$150 each for registration business (The Party Room) and final gathering business (Arte)
Total: \$1005

Expenses:

\$1,077.43

Newspaper Advertising

Publication Distributions
Total impressions: 58,090

NorthshoreNOW: 14,695
WestNOW: 14,350

Aug. 7th and Thursday, August 14th.
2 column by 3" ad - Northshore and West CommunityNOW Newspapers

Total Campaign Investment
\$626.40



Print Materials

DIVA DAY
12-8PM
WED
AUG
20th

Divas will be invited to a special day of shopping, dining and indulging.

[villageofwauwatosa.com](http://www.villageofwauwatosa.com)
#tosavillage

sponsored by
firefly
REAL ESTATE

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PARTICIPATING BUSINESSES

SHOPPING & SERVICES

Arts Wine and Paint Studio
(Diva Pong and Diva Prize drawings location)

Engles and Bags
Respectable
Byron Graves Photography
SBO & Diva
Refined Boutique
Salamanca
Soups & Sweets
The Flower Lady
The Little Road Book
Tuesday's Child
Twily Bird
Urban Laundry

The Party Room
(Diva Check-in location)
Village Boutique Clothier

DINING & SPECIALTY FOODS

Cafe Ravaris
Cafe Hollander
Firefly Urban Bar & Grill
Hectors, A Mexican Restaurant
Lef's Lady Town
Niseman's Home Made Candles & Ice Cream
Pizzeria Piccola
Ristorante Bartolotta
The Baby Tap
Yo Mama Frozen Yogurt

To view Diva Day promotions and a description of Diva Prizes, visit us at www.villageofwauwatosa.com

THE VILLAGE WAUWATOSA

How to be a Diva...
diva, [dee-va], -[vuh], -[vuh] noun: prima donna, diva, 1800-80; < Italian < Latin diva, feminine of divus; gen: et divus

**SHOP.
DINE.
INDULGE.**

WE INVITE YOU TO SHOP, DINE AND INDULGE THIS DIVA DAY IN THE VILLAGE. HERE ARE SOME TIPS FOR OPTIMIZING YOUR DIVA DAY.

CHECK IN at The Party Room at Yo Mama's, located at 1349 N Wauwatosa Avenue. There you will be given your Diva Pass to unlock your Diva Day deals. Be sure to bring an item to donate from the Sharp Literacy Wish List and receive a punch AND a keep-sake photo from The Party Room's photo booth.

SHOP, DINE AND INDULGE. Receive a punch on your Diva Pass, good for an entry into our prize drawings, when you purchase or engage with our participating businesses and restaurants. The more punches, the more chances to win!

PLAY. The Firefly Real Estate Diva Teams will be at Arts Wine & Painting Studio between 5:30-7:30pm playing Diva Pong, so warm up your throwing arm to play for your chance to win a t-shirt and receive a punch on your Diva Pass.

WIN. The more you shop, dine and explore participating Village businesses, the more punches you get. The more punches you get, the more entries you'll have in the drawings for our many Diva Prizes. Enter to win prizes between 2pm-7:30pm at Arts Wine & Painting Studio, located at 1442 Lindenwood Avenue. Drawings will be held at 7:30pm.

To view Diva Day promotions and a description of Diva Prizes, visit us at www.villageofwauwatosa.com

f TOSAVILLAGE

Radio Promotions

○ Flights/Messages

- Dates: August 4-17
- 3-Part Rotation – 6 spots per week rotate evenly through 3 prime dayparts
- 2 BONUS / no charge spots per week for total of 8 weekly spots
- Radio Spots: 8 spots weekly/ 16 overall
- Reach: 18,200
- Copy: "WUWM is supported by the Village in Wauwatosa, presenting "Diva Day" Wednesday August 20 from noon to 8pm, where divas can visit over twenty participating businesses in Tosa's Village to shop, dine and indulge. Info on the event, plus "Diva Passes" and prizes, at wauwatosavillage.org."

Campaign Reach

- WUWM has a weekly cume audience of over 100K, and is the most-listened-to public radio station in southeast Wisconsin
- 76% of WUWM listeners have a college degree or advanced college degree
- 60% of listeners hold a more positive opinion of a company that supports public radio

Total Campaign Investment

\$564