

<p>WHO Current customers and new customers (Attendance goal 800 customers)</p>	<p>WHAT - Flavor Sampler Customer Appreciation Day An all day event where customers can purchase sampler dishes or cones which include three flavors of their choice for \$1.00. Each hour there will be drawings for Ice Cream Stand T-Shirts and Hats. Grand prize drawing of an Ice Cream party for 20. Tables and chairs will be provided in the parking lot. Hot dogs, sodas and water will be available for \$1.00 each. There will be music from 7:00 pm to 10:00 pm. Sign up for email list to receive valuable coupons all summer long.</p>	<p>WHEN Saturday before Memorial Weekend From Noon to 10:00 pm.</p>
<p>WHERE The Ice Cream Stand</p>	<p>WHY To remind current customers that we have the best homemade ice cream in the state and that the family enjoys coming out for ice cream. Attract new customers and make them aware of our store and quality of our product.</p>	<p>HOW (to get people to come)</p> <ul style="list-style-type: none"> • Posters at stand, area retail establishments and churches • Half page ad in local paper (2 times) detailing the event which includes the entry form for the grand prize drawing • Email blast twice during the week before the event which includes the entry form for the grand prize drawing and asks the recipients to send it to their friends and neighbors • Event posting on our website • Tweets Thursday (1), Friday (1) and Saturday (each hour) • Handout flyers at area kids sports events the week before • Budget: Printing \$500; Ad \$1000; Band \$1000; Tables, chairs & tent \$1000; Prizes \$700; Additional staff for marketing, prep and event \$2000; Total Cost: \$6200