

**BURLINGTON
DOWNTOWN**

BDBA & CHCH TELEVISION
Tuesday, April 19th



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WHY CHCH?

- 2015 Marketing & Events Survey indicated members would like to see an investment in local television - CHCH
- CHCH started broadcasting in 1954 and is the news leader for Hamilton and the surrounding Halton & Niagara Regions
- CHCH is available to over 90% of Ontario and is viewed by millions (5.7 Million) nationally each week.



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THE BDBA INVESTMENT

\$10,000 Investment which includes:

- 7 Weeks of Advertising - May 2 (runs weekly) to June 20
- Spots (Ads) include a 15 Second Commercial and 10 Second 'Brought to you By BDBA' Billboard
- Morning Live (In Studio) Segment end of May
 - Commercial focus on Burlington Downtown's Professional Sector
 - "Brought to You By" spot multi-sector focuses on BDBA's branding, why 'It's all Here'



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LEVERAGING BDBA'S INVESTMENT

- Because of our substantial investment in CHCH Television, we are in a better position to acquire low-cost, editorial coverage on CHCH Morning Live, 'Taped with Tim'
- For those of you who couldn't attend our AGM, here is a short promo reel showcasing what Morning Live segments look like



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MORNING LIVE SEGMENTS

- The BDBA is working closely with France Fontana Hart to help members “pitch” CHCH on Morning Live Segments, like you just saw in the Promo Reel
- The Aim: Partner with other downtown businesses to showcase a unique downtown story
 - Example: PMWYRE, Son of a Peach, Specs on Pearl
- Total cost per segment: \$600*
- BDBA subsidize \$300 (businesses = remaining \$300)

*up to 10 segments subject to approval by CHCH



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QUESTIONS?



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WE NEED YOUR UNIQUE STORIES!

Now, let's open the floor to our members and share what is special and unique about your business, to see if we can find some great stories to pitch to CH!

- Examples:
- Locally grown/organic menu items
- Are you collaborating right now with another downtown business?
- Charitable partnerships
- Professional sector specialty
- Exclusive service or product line

