



**BING
CONNECT**

Downtown Dash
Wednesday, July 10th, 2019 5:00-7:30pm
Participating Business Check-list

Introduction

As part of the summer BING Connect series, the Chamber wants to provide a way for summer interns and young professionals to get to know our downtown area. In this Interactive Scavenger Hunt, named Downtown Dash, participants will start at 50 Front St. Luxury Apartments at 5pm and end with an after party at 6:30pm where prizes will be drawn.

Participation & Involvement

Gain exposure as a downtown business by providing an interesting fact/clue about your venue that takes interns to a **location in your venue** where they can find a “treasure.” This clue should be creative and make them want to learn more - if you run any events, promos, groups or ways they can get involved, we want to connect them with these opportunities.

Preparation

- Confirm your participation with Maya Jones:
mjones@greaterbinghamtonchamber.com
- **By Sunday, May 19th:**
 - Identify a take-away treasure. Examples could be a coupon, a small giveaway, branded item, sample off the menu, etc. that encourage them to return. Prepare to have 25-30 on hand.
 - Send in your fun fact/clue. See below for clue tips and examples.
- Let us know the point of contact who will be there to give out the clue/interact with the players. Please plan to be available from 5:00-6:30.

Other Ways to Get Involved

- **Prizes:** Businesses, organizations or cultural venues can provide a gift certificate or other giveaways to be used for prizes at the after-party. They will be recognized at time of prize drawing and pre-event marketing.
- **After-Party Refreshments:** Food or drink vendors may also consider providing complimentary after-party refreshments. Vendors will be thanked at the event and be listed as event sponsors on pre-event marketing.

Key points for clues:

- Take them somewhere specific in your location
- Mention a key element of your business

- Call for photo-op where appropriate
- Interesting piece of your business/Binghamton history, where appropriate

You know your business best! Be as creative as you'd like.

Example: Come down to this local favorite to get any kind of hot or cold drink you want. Everybody's favorite study spot is upstairs in the loft.

Location: Table at the edge of the loft.

Example: This historic spot serves up both a delicious lunch and an elegant dinner. The treasure is seated at the City Hall Bar.

Location: On a seat at the bar.

Example: You can come down to this gallery when you're looking to decorate. Some favorites are hanging with a view out to the street!

Location: On a wall facing the street.

For any questions, email Maya Jones at mjones@greaterbinghamtonchamber.com