

## 5<sup>th</sup> Street Ace Partnership Opportunities for Businesses of Mt. Vernon Triangle

### **5th Street Ace Partnership Opportunities for Mount Vernon Triangle Businesses**

Ace Hardware (located at 1055 5th Street NW) and the Mount Vernon Triangle Community Improvement District (MVT CID) have teamed in support of two exciting partnership opportunities for businesses within our community.

As a small, locally-owned business that is deeply committed to the communities we serve, our company always looks for “win-win” opportunities that benefit both our business and those around us. This year, our goal is to leverage our store events to create a “destination” for the residents in Mount Vernon Triangle and our 200+event attendees by partnering with neighboring restaurants, residential buildings, and retail shops to showcases what our community has to offer.

If you are interested in partnering with us for these events, please contact our marketing manager, Courtney Belew, at [courtney@charmcityacehardware.com](mailto:courtney@charmcityacehardware.com) or (410) 327-0404 ext. 18.

#### **Proposal 1: Ladies’ Night in the Triangle**

Tentative Date: Sunday, February 12 from 6-8pm

Event Details:

Each year, 5th Street Ace hosts “Ladies’ Night” to empower women and teach basic “do-it-yourself” (DIY) projects for their home. During the event, guests receive 20% off all regular-priced merchandise while enjoying complimentary wine and appetizers, DIY demos by product vendors, raffle prizes, giveaways (including gift bags for the first 100 guests), and socializing with neighboring businesses and residents. We typically host this event on the first Tuesday in February from 6-8pm, but have moved it to the following Sunday after store closing (6-8pm) in an effort to showcase all that the MVT has to offer.

#### **Proposal 2: Garden Party in the Triangle/Earth Day in the Triangle**

Tentative Date: Sunday, April 23 from 12-4pm

Event Details:

Last year, 5th Street Ace hosted a weekend long promotion mini-event to kick off the Gardening Season. During our garden party weekend, the store offers 20% off all in-stock pottery (we order several pallets to support the promotion), free potting service with the purchase of a pot, a small gardening themed workshop, and spring DIY activities, to name a few. This year the store is looking to grow the event by hosting a community block party with their Mount Vernon Triangle neighbors. As this is more of a sale than event for Ace, there’s a lot of opportunity for the entire community to partner on the event, including local nonprofits, residential buildings, employers, restaurants, and retail businesses.

#### **How you can be involved in either or both of these events:**

- Exclusive happy hour or deals before, during and after the event
- Tabling in-store during the Ace event to provide handouts, giveaways, samples and other goodies to our attendees
- Providing raffle or gift bag items for the event
- Hosting an in-store workshop or open house at your business during or surrounding the time of the event

- Creating a game or giveaway
- Sponsoring a photo booth during the event or nearby in the neighborhood
- Participating in a block party or activating the local park by setting up tables and creating a destination for customers and the community
- Reserving sidewalk or parking spaces in front of the store to create a destination, display, or pop-up

Please feel free to reach out with additional ideas you may have regarding event partnership!

Ace has a Supply Place business account program that can also provide businesses with great deals on supplies, including live goods and pottery, for this event and throughout the year. There is also an opportunity to add a fundraising component for this event and we are open to suggestions from participating businesses.

#### Expectations for Participating Businesses:

- Distributing event details to your clients, customers, residents, and affiliates via social media, emails, newsletters, or other media outlets;
- Posting in store/house signage advertising the event such as table tents, posters on a community board or in the bathroom, bag stuffers, or in store display such as lighting your storefront; and
- Providing a reliable point of communication for coordinating event and participation details.