



DUCKDEAL 2016 FAQ

What is a *DuckDeal*?

A *DuckDeal* is anything you want it to be. It can be offered to just new customers, or to repeat customers. It can be a BOGO, or money off a purchase. The two most popular in 2015 were Gracie's Place Buy One entrée, get the second entrée free, up to \$20; and Merindorf's buy one pound of hamburger, get the second pound free. (Merindorf's reported that 'many' people coming in said they had never been in the store before!)

DuckDeals are Williamston Sunrise Rotary's way of saying thanks for being a sponsor, by helping you achieve your promotional goals. We will list all Sponsors offering *DuckDeals* on the Duck Race ticket itself, and we have arranged with Limner Press to overprint an 11 x 17" poster with your specific *DuckDeal* terms.

Do I have to be a Duck Race Sponsor to offer *DuckDeals*?

Frankly, no. There is nothing to stop you from offering your customers a *DuckDeal* even if you are not a sponsor. You simply wouldn't be listed on the Duck Race ticket, or on the Duck Race webpage. The Duck Race is a community event, and participation is open to everyone. But we sure hope you will become a Sponsor.

How long will a *DuckDeal* be valid?

That is your choice: We will start selling Duck Race tickets on May 1, and your promotion can run for as long as you choose. We will put wording on the tickets that the *DuckDeals* will be valid until September 30, unless otherwise indicated by the sponsoring merchant.

What if I need to change the *DuckDeal* in the middle of the summer?

That is the beauty of allowing you to structure your own *DuckDeal*. You will be able to change it whenever you want, by simply having the posters reprinted, and notifying us to change the website.

OK, where do I sign up?

Just contact any Williamston Sunrise Rotary member. If you don't know any, go to Williamstonrotary.org and click on any of the officers' names. You will be able to send him/her an email. (Note: Board Member-at-Large *Jim Conroy* is the author of this piece.)

Visit the *DuckDeal* page:



<http://portal.clubrunner.ca/2433/PhotoAlbums/duck-deals>