

WE'RE BACK!

LAKEWOOD CHAMBER'S

HOLIDAY ELF HUNT

HEADLINE SPONSOR
FIRST FEDERAL LAKEWOOD

LAKEWOOD SINCE 1911 CHAMBER OF COMMERCE

First Federal Lakewood

THE GAME STAYS SIMPLE... THE MARKETING GETS BIGGER

You run your business. We'll help bring the Hunt to you.

From November 13 – December 15, the Lakewood Chamber of Commerce Holiday Elf Hunt turns holiday fun into an opportunity to bring customers through your door. Players use an online map to search for Candy Cane Crew elves hiding inside participating businesses, scanning QR codes for raffle tickets to win prizes — all while discovering places to shop, dine and explore services along the way. For 2026, the Chamber is building **a coordinated holiday marketing campaign** around the Hunt designed to drive visits, creating more opportunities for discovery and sales. **We provide the promotional assets, tools and ideas to make it easy for your business to take advantage of the campaign — without adding another project to your already-busy holiday season.**



JOIN US!

GAME RUNS Nov. 13–Dec. 15
REGISTER BY ~~Oct. 24!~~ NOV. 1

The sooner you register the more time you have to adjust your map listing.

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WHAT'S IN IT FOR YOUR BUSINESS?

Control your own map listing

We set you up, but you have full control over your description, photos, and any specials you would like to offer to game players. Don't have a specific sale just for players? No worries. Just list the current promotions that you are offering to all customers.

Showcase what you sell

Use your Official Holiday Elf Hunt Map listing to feature your business, holiday specials, coupons and offers.

Benefit from regional outreach

The Chamber will pitch the Holiday Elf Hunt to Northeast Ohio television, print, digital and community media.

Make every visit valuable

Want to do more than hide an elf? We'll provide simple, optional ideas that help players discover a product, menu item, service or special while they're there.

Get more from social

Tag with the event hashtag in your Elf Hunt content for opportunities to be shared with our audience.

Be part of the Small Business Saturday PUSH

November 28 will be a major Elf Hunt promotional day encouraging players to hunt, shop, dine and explore Lakewood. Customers have an extra incentive to shop local because they get extra opportunities to win prizes.

We keep you updated every week

Once a week, we'll send participating businesses a quick Elf Hunt update with player participation and activity, campaign news, upcoming promotional opportunities and simple ideas you can use to get even more from the Hunt.

KEY DATES

Registration EXTENDED to Nov. 1
Event LIVE Nov. 13-Dec. 15
Prize Drawings Dec. 17

Game players play for raffle tickets. Prize drawings take place at the Lakewood Chamber holiday party on December 17.

REGISTER/SPONSOR!
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NEXT STEPS
[SET UP IS EASY]

Participation Fee

Chamber Members: $50 + gift card*

Non-Members: $75 + gift card*

****In addition to the fee, a gift card with a value of at least $25** is required. All cards to be used for the player prize pool.*

Business Map Profiles

Individual map profile links **will be emailed to the participating businesses in October.** Once you have your link, you can use your password to adjust your profile, including description, photos, and optional area for special offers.

Elf Packets and Toolkit

Starting in **the last week in October,** packets will be delivered and digital toolkits will be sent out. They will include:

- Candy Cane Crew Elf
- Custom QR Code Sign
- Window Decal + Application Instructions
- Props + Simple Instructions
- Simple Game Instructions
- Digital Branding & Promotional Materials
- Social Media + Tagging Guidelines
- Optional Campaign Ideas

Your Responsibilities

1) Put the decal on your door.

2) Hide your elf.

3) Display your QR code.

4) Inform your staff. *Then, welcome the Elf Hunters!*

Get Even MORE from the Hunt

The day after Halloween you can begin adding the hunt to your social posts with anticipatory messages, provided with the digital Elf Tool Kit. Throughout the campaign, we'll give you optional, ready-to-use marketing ideas and tools to help you engage players, showcase your business, promote what you sell and join in the community-wide excitement.



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SPONSOR FOR MORE VISIBILITY

Special Placement

Put your business front and center. Sponsorship gives your business additional visibility throughout the Holiday Elf Hunt — on the map, the campaign materials, digital promotion and other high-profile elements of the Hunt.

Gold Star Sponsor — $1,500

Everything included for participants plus:

- Sponsor designation on the digital GAME Map
- Logo on window decal, Chamber website, and email promotions
- Business name with link on Chamber website and emails
- Social media spotlight linking to your business' Facebook page
- Feature in Chamber e-newsletter
- Opportunity to include promotional items in prize baskets
- Listing on Facebook event page
- Recognition in Chamber promotions

Silver Bell Sponsor — $750

Everything included for participants plus:

- Sponsor designation on the digital GAME Map
- Business name with link on Chamber website
- Group mention in Chamber e-newsletter and social media
- Listing on Facebook event page
- Recognition in Chamber promotions

Bronze Bow Supporter — $300

For businesses or organizations that want to spread holiday cheer but can't host an elf. We can't wait to see your social posts around Lakewood with your elf. Tag us for our repost.

- Your own Chamber Candy Cane Crew elf for social media posts
- Business name on Chamber website
- Group "Thank You Sponsors" post on social media
- Add a gift card or certificate with your business card to a prize basket
- Listing on Facebook event page
- Recognition in Chamber promotions



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Questions? Contact:
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***Or call* 216.226.2900**

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