

What's in It for Merchants?

- It is SIMPLE for merchants to participate. In exchange for one \$25 giftcard to your business, you will be provided with a deck of playing cards & a single instruction: Any time carolers come to your business between Dec 11–Dec 24, deal them one random playing card per ensemble (not per person) after they have sung their song. That's it!
- Processor analytics, merchant sales data, & consumer surveys tell us that 6% of giftcards go completely unused, 10–19% go partially unused, and 61% of the time that a giftcard is redeemed for full value, the user will spend more than the value of the card.
- You do not have to muster carolers yourself! (However, if any merchant wants to carol, or knows people who do, please have them email info@wooo.tv.)
- Carolers are specifically instructed not to be disruptive to the flow of your business or your customers. No ensemble is larger than six people, & they will only be singing one song (no inappropriate lyrics). There are no musical instruments, no dancing, no theatrics, & no flash mobs.
- You can promote on your social media that your business is a location at which your customers might catch carolers! (Food & drink establishments, especially, may get traffic this way because people might sit down & have a drink or a meal hoping to be there when carolers come by.)
- The Barre Partnership will promote on their social media the businesses at which one might see & hear carolers too.
- Carolers themselves are instructed to patronize at least one of the businesses at which they carol (i.e., have a drink, take a meal break, grab a snack, warm up with a hot beverage, do a little holiday shopping, etc), so merchants will get some business from carolers themselves.
- Participating businesses and their employees are invited to the Barre Social Club on Tues Dec 29 at 5pm for the poker showdown!

Help promote the spread of good cheer all over the city during the holidays!
Email info@wooo.tv to be a part of the official caroling circuit.