



## PROMOTE YOUR BUSINESS AT WABA EVENTS

The West Alameda Business Associations spends a lot of time, energy and money every year organizing special events designed to showcase the re-energized West Alameda Business District.

- You'll find lots of extra foot traffic on Webster Street during the weekly **Farmers' Markets** and on **Wine & Dine** evenings in April and October.
- Lots of local families come to Webster Street for **Halloween** and **Santa's visit** in December.
- A good-sized crowd comes to West Alameda for **Concerts at the Cove** on the first Friday of May, June, July and August.
- Thousands line Webster Street for the **Fourth of July Parade**.
- Even more attend the two-day **Webster Street Jam** in September.

Take advantage of these events to promote your business!

- Offer specials and discounts**
- Have a "sidewalk sale" in front of your store**
- Hold an open house with refreshments or give-aways**
- Host a workshop in your store**
- Get a table or booth at the event or at the weekly Farmers' Market**
- Sponsor one of the entertainers at the event**

*If you'd like to talk further about any of these ideas, call the WABA office at (510) 523-5955. We'd be happy to work with you to plan a special promotion.*

**Let WABA Help You Promote Your Business**