



MILACA'S DAYTIME TRICK OR TREAT EVENT:
THE JACK-O'-LANTERN TRAIL!
Friday, October 30, 2020, 1 - 4:30 p.m.

Partner with the City of Milaca to engage the community in a surprise & delight marketing campaign themed for Halloween.

Once again, the City of Milaca is hosting a daytime trick-or-treat activity. Parents and caregivers of young children will tour Milaca businesses to trick-or-treat. Treats can include candy, as well as promotional material directed towards spreading the amenities of your business.

An added bonus is the additional advertising this campaign brings for your business. Flyers listing the businesses participating in The Jack-O'-Lantern Trail will be posted at each stop. Additional exposure will come through the City of Milaca's Facebook and website posts, as well as the Jack-O'-Lantern Trail map each attendee will use to navigate the Trail.

Who: Your business

What: Halloween marketing campaign; the City of Milaca will provide advertising and pumpkin flag & flyers

When: Friday, October 30, 2020 1 - 4:30 p.m.

Where: The City of Milaca

Why: To increase your business reputation through one-on-one interaction, generating positive publicity

How: Register by filling out the form below or on our website at cityofmilaca.org/JOLT. Be sure to include \$15 per business when delivering your registration and payment (payable to the City of Milaca) by October 2, 2020

City of Milaca
Attn: Jack-O'-Lantern Trail
255 1st Street East
Milaca, MN 56353

Note: As with all activities during the COVID-19 outbreak, we ask that you follow the guidelines from the Minnesota Department of Health.

Questions? Contact Mary Mickelson at 320/983-3141 or mmickelson@milacacity.com

Name of Business _____ Address _____
Contact Name _____ Phone _____
Email Address _____