



Old Town San Diego Chamber of Commerce

4010 Twiggs St, San Diego, CA 92110 | (619) 228-9340 | www.oldtownsandiego.org | @VisitOldTownSD



Dear Mercado Vendor,

We hope this letter finds you well and brimming with excitement for the upcoming Weekend Mercado in Old Town San Diego. As valued participants in this vibrant event, your contribution plays a pivotal role in making it a resounding success. To ensure that your participation is as fruitful as possible, we would like to share some tips on how you can help promote the event and maximize your presence.

1. Social Media Engagement:

Leverage the power of social media to create buzz around the Weekend Mercado. Share event details, your business, and any special promotions or products you'll be offering. Don't forget to use the official event hashtag (#oldtownmercado) and tag Old Town San Diego's social media handle (@vistoldtownsd) to increase visibility. Sample posts are below.

2. Event Graphics and Branding:

Utilize the event's promotional graphics, which can be found in the Media Kit provided, to create eye-catching posts and flyers. Customize them with your offerings to stand out. Visit www.oldtownsandiego.org/ddlm/2023-media-kit/ to download graphics. Reach out to alex@oldtownsandiego.org if you need assistance customizing your post.

3. Customer Engagement:

Encourage your loyal customers to attend the Weekend Mercado by announcing your participation through your email newsletters, website, and in-booth signage. Offering exclusive discounts or promotions for event attendees can be a great incentive.

4. Storytelling:

Share your journey and the story behind your products. Stories resonate with customers and can create a deeper connection, making them more likely to visit your booth.

5. Visual Merchandising:

Ensure your booth is visually appealing. Eye-catching displays and well-arranged products attract more visitors.

6. Decorating Contest

The Chamber is sponsoring a booth decorating contest! We really want visitors to experience the vibrancy of the event, so we are relying on you to help add a sense of visual excitement. You can set up an ofrenda (altar), hang papel picado, display art and products related to the event, and so much more! **First Prize is \$300; Second Prize is \$150, and Third Prize is \$100.** Contact us with any questions or for assistance.

By actively participating in the promotion of the Weekend Mercado, you not only enhance your own success but also contribute to the overall success of the event. Together, we can create a memorable and vibrant Mercado that benefits us all.

Should you have any questions or need further assistance, please feel free to reach out to Market Manager, Ron LaChance at (858) 272-7054. We are here to support you and make this Weekend Mercado an outstanding experience for all involved.

Thank you for being an integral part of this exciting event. We look forward to seeing you at the Weekend Mercado in Old Town San Diego and sharing in its success.

Hours

- Sat: 10am-5:30pm
- Sun: 10am-4:30pm

Phone - (858) 272-7054

Address - San Diego Avenue & Harney Street, San Diego, CA 92110


Website - www.OLDTOWNSANDIEGO.ORG/DDLM


Social Media Posts

Post 1:

🌟 Join us at the Weekend Mercado in Old Town San Diego! 🌟

We're thrilled to be a part of this vibrant celebration of art, culture, and community. Explore our booth for [Your Unique Products] and discover the perfect [mention any special offers or promotions]! 🎁

 Date: October 28 & 29, 2023

 Time: Saturday 10 am - 5:30 pm, Sunday 10 am - 4:30 pm

 Location: San Diego Ave and Harney Street


Don't miss out on this fantastic event. Bring your friends and family for a weekend of fun and shopping! See you there! 😊


#OldTownMercado #ShopLocal #ArtisanGoods #OldTownSanDiego #SupportLocalArtists
#DíaDeLosMuertos #OldTownDDLML #visitoldtownsd #oldtownsd #visitsd #visitsandiego #sandiego

Post 2:

✨ Experience the Magic of Día de Los Muertos at the Weekend Mercado! ✨

Visit us at our booth [Your Business Name] and immerse yourself in a world of [Your Unique Products]. From [mention any special items] to [mention any exclusive offers], we have something special just for you! 🎁

 Date: October 28 & 29, 2023

 Time: Saturday 10 am - 5:30 pm, Sunday 10 am - 4:30 pm

 Location: San Diego Ave and Harney Street

Let's celebrate together and make this Mercado an unforgettable experience. See you soon! 🌻

#OldTownMercado #DíaDeLosMuertos #ShopLocal #ArtisanCrafts #OldTownSanDiego
#SupportLocalArtists #visitoldtownsd #oldtownsd #visitsd #visitsandiego #sandiego