



12 Days of
Christmas ...with Holli Day,
the NCTC Elf!

OPTION TWO - *Twelve Days of Christmas with Holli Day (December 7 - 22)*

*We are excited to welcome back Holli Day, the NCTC Elf! Holli is going to help us with a virtual promotion on weekdays from December 7-22, 2023.

*Holli will 'travel' around Nebraska City, visiting participating retailers. NCTC staff will post pictures of Holli on Facebook with a short story - two or three sentences - featuring Holli and that retailer.

*Each story will end with a conversation starter or question about that retailer that the general public can answer in the Comments section of the post. At the end of each day, the NCTC staff will randomly select a winner for the day from the list of those who commented and invite them to the NCTC office where they can select a snow globe.

*The customized snow globes will be fitted with a gift card - FROM YOU - for either \$25 or \$50. If you choose to give \$50 total and want to split it into two \$25 cards, we may combine them with a gift card from another store.

*If we have more than 12 retailers interested in this promotion, we will do more than one Holli post per day to fit it into the Dec. 7-22 timeframe.

Participating retailers get their name/logo on our website and FB with each mention of the promotion.

There is no cost to participate in this promotion other than a donation of a \$25 or \$50 gift card to your business.