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**2020 HAMPTONS HOLIDAY SHOP**

**PARTNERSHIP CONCEPT PROPOSAL**

**Background & Concept**

Southampton Hospital Foundation (SHF) is an independent, non-profit organization committed to supporting the mission of Stony Brook Southampton Hospital (SBSH), to provide first class healthcare to all residents and visitors to the East End of Long Island.

SHF hosts SBSH’s Annual Summer Party and this year reinvented it as ‘Gala in your Garden’, working exclusively with local vendors. Recognizing that local businesses, despite suffering economic hardship during the peak of the pandemic, continue to support SBSH; SHF committed itself to supporting local business and finding new ways to give back to the East End community.

The Summer Party was a huge success and looking to build on this, the SHF is embarking upon ‘Hamptons Holiday Shop’; a shopping event to promote Holiday shopping at local retailers, and which would help raise funds for the Stony Brook Southampton Hospital and the future Satellite East Hampton Emergency Department.

**How will it work?**

Consumers sign up to receive an email – Hamptons Holiday Shop participation email. When they present this email in-store, the agreed % of their purchase goes to the Southampton Hospital Foundation. Some retailers will also be offering a discount. Some retailers will need the shopper to show a bar code. This bar code will be included in the ‘Hamptons Holiday Shop’ participation email. Sign up for the email will be through a Constant Contact URL, which will appear on all marketing materials.

**Marketing and Timing**

* Launch HHS w/c 26 October
* Go Live w/c 2 November
* Launch to consist of press kit, digital promotional and editorial campaign, posters and flyers and promotional materials for in-store display

**Print Media/Media Sponsors**

* We are in negotiations with all the local media and the media with an East End presence to provide editorial and promotional support for our initiative as media sponsors
* Our media kit will include the following:
* Press release with all the details
* Photography of people, stores, products included in initiative
* Link to the SBSH website where details are available
* Interviews opportunities with SBSH and participants

**Email Marketing Campaign**

* We will promote the event to our extensive donor database
* In addition, we will use a Constant Contact sign up URL that we will promote in all our marketing materials for new consumers to sign up to receive an email which indicates a % of their purchase returns to SBSH. In some cases, the email will also entitle the consumer to a special discount, with or without an inserted barcode (decision to include a barcode rests with the retailer)
* Once we have confirmed when/who/how retailers are participating we will put together an email marketing schedule with reminders of offers, retailers, discounts, etc. to continually promote the program

**Digital Marketing Campaign**

* The SHF will work with as many retailers as possible to create posts and stories around their involvement in this program
* As much as possible we will do multiple posts, stories and videos and ask our retail partners to generate as much content as possible
* We will use the #hashtag #HHS and ask all retailers and consumers to adopt it as well so we can track the online presence this program creates
* We will also ask retailers and consumers to tag @southamptonhospitalfoundation and we will repost as many stories/posts as possible
* The digital marketing will mirror the email marketing campaign and will be scheduled once we have confirmed when/how/what retailers are participating
* We will also ask some of our donors and influencers to help promote the program with content and links
* We will be able to put a limited advertising spend behind our digital effort throughout the whole campaign focusing on target groups on the East End
* The campaign will be responsive to the metrics, adapting content for maximum impact
* We will focus on IG and FB, using both the Foundation and the hospital feeds for maximum impact
* We will create a website landing page which we will update throughout the campaign where consumers can find the list of participating retailers and sign up for the Hamptons Holiday Shop participation email
* Information will also be featured on SBSH website and updated as we go along

**In-Store and Outdoor Marketing**

* We will produce and distribute posters for local town/village notice boards as well as for coffee shops
* All retailers will be offered a poster to display
* All retailers will also receive a decal ‘Hamptons Holiday Shop’ to display in their window and be recognized as a participating partner
* All retailers will also be offered in-store flyers to promote the program

**Third Party Support**

* In addition to SHF, the media, influencers, and participating retailers promoting the event, we are in contact with local Chambers of Commerce asking for their support and specifically to email their databases
* We are also in contact with other local bureaus of tourism seeking similar support
* Mayors and council members are being requested to lend their support to the program

**What Participants Need To Do**

* Decide on % you can donate back to the hospital
* Decide on any exclusions/special offers etc
* Decide on whether you need us to include a barcode for scanning at the point of purchase
* Decide on whether the promotion only applies in-store and/or online on your websites
* Decide on whether you wish to participate for November or December 2020 or both or suggest alternative timing that works for you
* Discuss with our team next steps and we will then send a participation letter through
* Deadline for participation is: **Wednesday, October 21, 2020**
* **Let us know if you have any other ideas for marketing the event – e.g. incorporating it into your planned advertising or if you have access to other distribution methods**

**SHF Requests**

* Return your participation letter and logo by **Wednesday, October 21, 2020**
* Display the event decal in your window, on your website etc
* Let us know if you can display poster or flyers
* Let us know if you can email your own database
* Tell us about your plan to participate in social media promotion of the event
* Allow SHF to film social media videos and take photographs to aid in promotions
* Be willing to be interviewed/included in press releases and marketing materials
* Advise SHF on how you will send % donations

**‘What it’s like to work with the Foundation’**

“It brought so much joy to both myself and my team to “give back” to the most important institution among us in these times of Covid and also for future and past years of Stony Brook Southampton Hospital’s service to our community.

Working with the Foundation and watching ideas and connections come together to create the incredible team that it took for the event to go as planned was perfection in my mind.  A pure joy, and we cannot thank the team enough.  We are nothing without each other.

Lastly, as I delivered “boxes” myself it was so lovely to be greeted with endless smiles, gratitude, and graciousness by every household I visited.

- Janet O’Brien Caterers+Events Inc.

“At Calissa, we really appreciated the opportunity to partner with Stony Brook Southampton Hospital during a time that has been stressful and challenging for the medical community and restaurant industry alike.

 Not only did it give us the chance to help with the hospital's important fundraising effort, but it facilitated contact and visibility with your donor base that we might not have otherwise had.

The event was very well run, and we got all the support necessary to pull off a successful evening.

We look forward to future opportunities to work together”.

- Michael Van Camp Calissa/Amali