

# bride's day out

Finally Something New!

## Reach 5000 Soon To Be Brides Each Month!

The Bride's Day Out Campaign Connects Quality Vendors With Brides To Be!



[www.bridesdayout.com](http://www.bridesdayout.com)

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## At A Glance:

### Loyalty Card:

BDO offers the branded loyalty card to 5k - 10k bride's to be online and at events (see below) each month. In addition, BDO provides participating vendors with a co-branded BDO card (see right) that can be offered to brides to be.



The Card is... A Membership, Loyalty & Gift Card working with the nation's number one gift card provider, BDO has developed a campaign that will allow vendors to do something that no other gift card program has ever done, offer a gift card that shoppers will keep in their purse or wallet. The Bride's Day Out card works across the country and at multiple merchant locations.

- As a gift card, one card works at multiple merchants
- Detailed back end support for every vendor for tracking Rewards Points and adding cash value
- Low monthly fee and per card cost as a part of The BDO campaign
- Can be used as a simple membership card for access to BDO & vendor hosted events
- Great branding tool

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### SPECIAL OFFERS:

½ OFF til Aug 30th 2008

No Monthly FEE for GIFT CARD program!

Low Setup Fee!

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**Online Marketing:**

A BDO Internet Marketing Campaign (web & email) that introduces your products/services to every bride to be in our network using our branded eNews letter (Something New), the custom eNewsletter we create for our vendors and the BDO

Catalog, created in a unique magazine style, which shows consumers where they can use their BDO Card and the savings they can expect.



**Event Solutions:**

To further expand the reach and exposure BDO provides its vendors, BDO also produces and co-produces multiple events for brides to be. At these events, BDO Cards are given away and vendor information is distributed...



Vendor Event Production & BDO event participation to give each vendor more access to brides in a social setting

- Vendor hosted events
- BDO hosted events
- Expo exposure (for 3rd party exposure when BDO exhibits)

**BDO Direct Media Exposure:**

Every vendor will benefit from the BDO Local, Regional & National Promotional campaign via:

- Internet
- Radio
- Print
- TV

Why Join:

BDO Vendors (Monthly)	Primary Vendor	eBlast Only
Setup Fee	\$499.99	\$150.00
Monthly Investment	\$199.99	\$99.99
Annual Investment	\$2399.88	\$1199.98
<b>Gift Card Solutions:</b>		
BDO Display & Window Seal	x	N/A
BDO Gift Cards	x	N/A
<b>BDO Catalog Advertising:</b>		
Offer in BDO Catalog	x	N/A
Video or Commercial in Cat alog	x	N/A
Link To Vendor Website	x	N/A
<b>Web Advertising &amp; Exposure:</b>		
Something New eNews Exposure	x	N/A
Customer Monthly eNews Blasts	x	3k - 5k per month
Events & Calendar	x	N/A
Web Banners	x	N/A
Key Words	x	N/A
Featured Articles	x	N/A
<b>Events:</b>		
Event Hosting	x	N/A
Event Promotion	x	N/A
<b>Media Exposure:</b>		
Local Region	x	N/A
Across Regions	x	N/A
BDO Community Profile Page	x	N/A
BDO Merchant Log In Area	x	N/A
Full Tech Support	x	N/A

Thank you for considering to be a Bride's Day Out Local Vendor. As a BDO Vendor your store or service will now have access to thousands of brides across Los Angeles. Local Vendors truly

benefit from the targeted promotion in the BDO program and campaign, now and in the future. Becoming a Local Vendor means the lowest CPM ever created to reach brides to be...

**Sample Return On BDO Investment:**

	Monthly	Annually
Average Ticket:	\$100.00	\$100.00
Bride Frequency:	1	1
BDO Reach:	5,000	60,000
Response Rate:	1%	1%
Brides Acquired:	50	600
<b>Customer Value:</b>	<b>\$5,000</b>	<b>\$60,000</b>
BDO Investment:	\$199.99	\$2,399.88
CPM:	\$0.04	\$0.04
<b>ROI:</b>	<b>2500%</b>	<b>2500%</b>

## BDO Regions:

The Bride's Day Out campaign reaches the entire LA region and beyond. We promote our BDO loyalty card, online resources and events to soon to be brides in every major local community. With more than 90,000 active brides to be, Los Angeles is one of the nation's top cities for reaching new brides.

### LA REGIONS:

Hollywood  
Mid Wilshire/Hancock Park  
West Hollywood/Beverly Hills  
Westwood/BelAir  
Santa Monica/Malibu  
Venice/Marina DelRay  
Century City/Culver City  
Orange County  
Downtown/Los Angeles  
Burbank  
Pasadena  
Glendale  
Studio City/N. Hollywood  
Sherman Oaks/Encino/Van Nuys  
Ladera Heights/Baldwin Hills  
Long Beach



### SPECIAL OFFERS:

Free Region w' Purchase of 2

Vendors Promoted Across Entire LA Region

Only 2 Vendors per Category per Region

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## BDO Custom Options:

### Instantly Become A Part Of The BDO Network Of Merchants

Our Store  
Proudly Accepts:  
*bride's* day out

### Custom eNews



### Co-Hosted Events

Wine Tastings  
Food Samplings  
Art Shows,



Jazz Nights  
Product Showings  
& more...

### Full Page Ad Inside eCatalog



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Becoming a Bride's Day Out Vendor is  
the best investment you can make to  
increase your sales to soon to be brides.

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**Additional Services Available:**  
Web Design  
Software Development & e-Commerce  
Event Planning  
Graphic Design  
Market Planning & Strategy  
Media Buying  
& more...

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