

## **The Rochester FREE COMIC BOOK DAY Festival 2020**

**Saturday May 2nd from 10 am to 4 pm**

Promote your business during one of Rochester's busiest days of the year.

Free Comic Book Day is a worldwide event held the first Saturday of May every year. It's a day when anyone can walk into almost any comic book store and get a free comic book. In Rochester, with the help and support of The Rochester Main Street Program, The Governor's Inn and the city of Rochester, we turn this event into a city wide festival.

Hundreds of families attend this event every year, rain or shine. Armed with a downtown walking map, families visit participating businesses and collect free comic books.

This heavily promoted event includes tons of press and often includes hundreds of TV and Radio commercials along with flyer distribution through the Rochester School system, resulting in thousands of attendees.

For a nominal fee (that is less than the actual cost of the comic books) Rochester businesses are invited to be a part of this downtown festival. Your participation with a little planning can turn these visitors into your next customers. The fee includes the comic books for you to give away, your inclusion on the map as well as all web and promotional costs. The 2020 Free Comic Book Day festival is less expensive than it has been in the past, thanks to the City of Rochester.

How does it work? It's simple. You order the FCBD package you want and return the form and payment to Rochester Main Street. The sooner you do that the cheaper it is. (We have to order the comic books in January, so your early commitment results in a cheaper event for you). A few days before the event we will deliver your comic books along with a letter explaining everything you need to know.

Leading up to Free Comic Book Day people can download the FCBD Scavenger Hunt map from our website. This is what directs people to the various businesses that are participating. The only FREE map is the downloadable map. To help cover printing costs we do have hard copies available to purchase the day of the event.

The businesses on the map are where people go to pick up a free comic book. We suggest businesses place a limit of one comic per group. By the end of the day there is the opportunity for every family/group to get at least 24 free comic books - usually way more - If groups can share then more people leave happy! Of course, nothing works out perfect so use your best discretion but if you give more than one per group you risk running out of comic books which means you will either need to call us that day, to buy some more, or you may upset the groups that follow.

We suggest giving the comic books away in some manner that requires people to enter further into your business so they can see what you have to offer. You may want to offer specials, bounce back coupons (coupons that are not good until the following week) and deals to highlight what you have to offer.

A free comic book will get them in the door. You need to convince them to come back! If you're presenting coupons / deals / etc you can still give these to each member of the group while placing a limit on the number of comics a group can have.

People will ask you to sign their scavenger hunt card, under your location. You can do this for everyone that has the card / map. This enters them in a contest and everyone is eligible to enter.

Ralph DiBernardo - Jetpack Comics LLC

On our FCBD website and the map, we are making note of the limit of 1 free comic book per group. In the past one dad or mom would bring the neighborhood's kids (sometimes 6+ kids). We're trying to discourage that by making the one free comic book limit per group.