



Winchelsea Christmas Elf Trail 2025

PO Box 43

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www.growingwinchelsea.com

Winchelsea Christmas Elf Trail 2025

...Find the Elf, Feel the Cheer, Shop Local

Dear Winchelsea Business Owners

This Christmas season, let's come together to make **Winchelsea shine** with festive spirit and **celebrate local shopping** like never before!

We are launching the **Winchelsea Christmas Elf Trail** — a fun, family-friendly campaign designed to bring **customers into your business, promote your products or services**, and showcase the **good news stories** that make our community so special.



WHAT'S INVOLVED?

From **8 December 2025 to 21 December 2025**, customers will hunt for the **Hidden Christmas Elf** in participating businesses across Winchelsea. When they find the elf, they'll receive an **entry form** to be placed in the **Winchelsea Christmas Box** for a chance to win **festive prizes!**

Your role? Just hide an elf somewhere in your business and offer a **small festive feature** such as:

- A **Christmas discount** or special offer
- **Christmas-themed products** or treats
- A **kid-friendly activity** (colouring, elf stamps, etc.)
- A small **giveaway item**
- Or just a warm welcome and a smile!



CAMPAIGN FEATURES

We will take a **photo of your business** to feature on the **Christmas in Winchelsea facebook page** the day the **elf will come and hide** at your business.

Good news stories from participating businesses will be **shared across local media and social platforms** to boost your visibility and reputation.

The campaign culminates in a **Twilight Christmas Market & Lights Competition**, with more **elves hidden among market stalls** to keep the fun going.



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Winners of the **Elf Trail Prize Draw** and **Christmas Lights Competition** will be announced at the Twilight Market.



HOW YOUR BUSINESS BENEFITS

Increased **foot traffic** to your location

Positive **publicity and social media promotion**

An opportunity to showcase your **products, services & community spirit**

Connection to a wider network of local shoppers and families



HOW TO GET INVOLVED

Please **register your interest by 22 November 2025** using the form at www.growingwinchelsea.com, or contact **Elaine Atkinson, Mobile 0458009616** or email **above**.

We will supply:

- Your **Elf on the Shelf**
- **Entry forms and drop box access**
- Promotional materials (posters, window decals, social media graphics)
- Ongoing support and feature coverage



LET'S MAKE THIS CHRISTMAS MAGICAL IN WINCHELSEA!

Bring joy to our streets, support local business, and create an experience families will remember.

Join the **Winchelsea Elf Trail** — because when we support local, we all shine brighter!