

FREE COMIC BOOK DAY 2017

SPACE IS LIMITED & RUNNING OUT!

With only 9 spots left, for Free Comic Book Day 2017, we wanted to reach out to all the local businesses that may want to participate. Yes, we did provide a deadline that is further out, but that is dependent on our being able to secure the comic books for the event. Currently we only have room for 9 more businesses. Payment, in full along with the volunteer donation, is required to reserve your spot.

What is the Rochester, NH FREE COMIC BOOK DAY FESTIVAL?

For over 10 years, downtown Rochester, NH has hosted an ever growing unique downtown event. While Free Comic Book Day is a world-wide celebration, held the first Saturday of May, Rochester, NH does it best - thanks to the hard work of the Rochester Main Street Program! It's the second largest event that the city has every year and is arguably the largest Free Comic Book Day event in the world.

For those of you new to the city, or those that just want to know, over 10 years ago Jetpack Comics LLC opened in Rochester. Working together, Jetpack Comics & Rochester Main Street formed the Rochester, NH Free Comic Book Day Festival.

You'll see thousands of families in downtown that day. Traffic comes to a standstill. There will be hundreds of costumed characters about the city proper. You might find a Ghostbusters car, or the Back to the Future Delorean. The Governor's Inn Ballroom is our event hall with special guests & vendors and there's a great after party, at the Garage at the Governor's Inn with live bands and lots of great food! It's a day long event with families coming to visit you.

If you take some time and research how much money it costs to get one new face in your door, you will find that this can be the best advertising you do this year. We hand out nearly 3000 flyers via the Rochester School Department, promote the event on our TV ads and get tons of pre-publicity from local papers and magazines. Rain or shine people are coming out for this. Heck - The city even puts up flashing signs, the week before, warning of the event.

HOW DOES IS WORK?

The event starts at 10 am (so you have to be open at 10) and you have to stay open until 4 (No closing early please)! *We suggest you have the place that you are giving out the comic books be somewhere in your store, to get people in. Show your business off.*

People will come to your business with a map / scavenger hunt card. These can be downloaded a couple of days before, from our website, or they will get one on the street on the morning of FCBD. *FYI People start lining up at about 8 am.*

There will be a spot on the card for you to stamp or sign - you do this for every card that is presented to you. Even if you run out of comic books, still sign the card.

MAKE YOUR COMIC BOOKS LAST - THIS IS IMPORTANT.

LIMIT ONE COMIC BOOK PER GROUP. I said group as we often run into one parent escorting six children.

This is always the tough part so you have to have someone handing out your comics that can finesse people well. By four PM last year every business had given out a varying number of comics. Some made it through with just 600. Others over 1000. This is because some businesses just give them away to everyone while others (I'm looking at you Mark Traeger) understand that they have to make them last. Think about the disappointment of the families that show up later in the day because no one regulated the free comics. Normally you can just explain to people that you need to have comic books for every family and suggest they all share. Invite them to return, later in the day, to see if you have any left. At the end of the day, every family coming to FCBD, by visiting all of the locations, will leave with about 50 comic books. That's a pretty good haul FOR FREE. Keep this in mind.

Please note that comic books are rated similar to movies. Your selection can range from All Ages to Teen.

We always suggest that you require parents approve their children's choice. A simple sign can solve this problem

WHY ARE YOU PARTICIPATING IN THIS?

Hopefully you're doing this to build your business.

Plan ahead. You need to capture email addresses, offer a birthday club, give coupons, have specials for the day, have an additional event. We'll help you promote whatever you have going on but you need to think outside the box. We're going to put thousands of people into your business. How are you going to get them back? Your investment in the comic books is just where it starts and Free Comic Book Day should not be their last visit to your location until next FCBD.

Yes, we will be the first to admit that there are tons of people just coming for the FREE aspect. It's the nature of the event, but you'll also find plenty of people that can become your repeat customer. Do it right and they will remember you the next time they are looking for that thing you do!

WEBSITE LISTING & SCAVENGER MAP - Be sure to visit our website and check out your listing, if you sign up. Feel free to email us with any changes you would like. This will be the way you are listed on the scavenger map as well. ***Deadline for changes are 4/9. jetpackcomics@gmail.com***

FCBD VOLUNTEERS

With thousands of people visiting the city we utilize dozens of volunteers to keep the day moving. They are all doing this for FREE, for the love of the event. Even the staff at Jetpack Comics volunteers their time that day. Sure, they get a couple of perks at the event hall (VIP visits with guests, etc) but by and far they are donating their time for the fun of it. If you are participating PLEASE make sure you provide your required donation amount with payment. These donations go to the volunteers for their help. We suggest gift cards / certificates in \$5 increments, up to or greater than the required amount. If you're giving item(s) then achieving the required amount is fine.

Unfortunately we can't promise that we will have any volunteers for individual businesses as we need them for crowd control. Please make sure you are staffed to handle a thousand people coming through your door in a six hour period.

Please join us for the after-party at The Garage at The Governor's Inn. We've live bands and a night of fun planned! Invite your entire staff to join us from 6 - till we all go home. There is no cover and everyone is welcome to attend.

Thank you very much for being a part of the Rochester Free Comic Book Day Festival. This event would not be possible without the help and support of Mike Provost & The Main Street program. Please help them make downtown Rochester, a better place for our community and for all of us!

Planning on being a part of the event? Be sure to share this with your staff so they know what to expect as well.

PLEASE NOTE that in the past we have provided EVERY business extra comic books beyond what they paid for. We really want everyone to have the best experience they can at Free Comic Book Day.

Thanks again for your time.

Ralph DiBernardo - Jetpack Comics LLC