



Winter Warm-Up Passport





YOU'RE INVITED A-LIST IS CURATING RECOMMENDATIONS FOR WINTER BLISS, COZY MOMENTS, ROSY CHEEKS AND HYGGE.

THE ROCHESTER WINTER WARM-UP PASSPORT IS PART OF A CITYWIDE CAMPAIGN DESIGNED TO HIGHLIGHT GREAT WINTER DESTINATIONS, DRIVE CUSTOMER VISITS TO YOUR BUSINESS, AND PROVIDE EXTENSIVE MARKETING EXPOSURE. PARTICIPATING BUSINESSES ARE FEATURED ACROSS A-LIST'S WEBSITE, EMAIL, AND SOCIAL CHANNELS AS CURATED WINTER RECOMMENDATIONS. YOUR BUSINESS IS ALSO FEATURED IN A FUN, SHAREABLE COMMUNITY PASSPORT THAT ENCOURAGES LOCALS TO VISIT, REDEEM PERKS, AND SHARE THEIR EXPERIENCES —ALL WHILE DRIVING CUSTOMER VISITS AND GENERATING BUZZ FOR YOUR BRAND.

HOW THE PASSPORT WORKS

THIS FUN, INTERACTIVE PASSPORT DRIVES TRAFFIC TO PARTICIPATING BUSINESSES ALL WINTER LONG. PARTICIPANTS COLLECT STAMPS AT LOCAL SPOTS—LIKE YOURS—REDEEMING PERKS ALONG THE WAY. EACH STAMP IS AN ENTRY FOR PRIZES, AND SOCIAL SHARING BOOSTS VISIBILITY FOR EVERY BUSINESS INVOLVED.

TIMING: PASSPORTS ARE VALID JANUARY–MARCH 2026
PASSPORTS ARE SOLD LEADING UP TO AND DURING THE HOLIDAY SEASON, MAKING THEM A PERFECT GIFT FOR FRIENDS, FAMILY, AND COLLEAGUES.

PARTICIPANT STEPS

- EACH PASSPORT INCLUDES 10 PERKS AND 10 STAMPS.
- PARTICIPANTS BUY A PASSPORT FOR THEMSELVES OR AS A HOLIDAY GIFT (MAIL DELIVERY, PICK-UP, OR AT POP-UP EVENTS).
- VISIT PARTICIPATING BUSINESSES, REDEEM PERK, AND GET A STAMP.
- SUBMIT FULL OR PARTIAL CARDS FOR PRIZES.
- SOCIAL SHARING: PARTICIPANTS ARE ENCOURAGED TO POST ON INSTAGRAM AND FACEBOOK USING HASHTAGS AND TAGS, GENERATING ADDITIONAL EXPOSURE FOR YOUR BUSINESS.
- **PRIZES:**
 - EACH STAMP = 1 ENTRY FOR PARTICIPANTS.
 - SOCIAL MEDIA POSTS = BONUS ENTRIES.
 - YOUR BUSINESS CONTRIBUTES TO THE PRIZE POOL, BOOSTING ENGAGEMENT.



**“Find your
winter bliss —
one cozy stop at
a time..”**



YOUR ROLE AS A PARTICIPATING BUSINESS

- PROVIDE DESIGNATED PERK WHEN PARTICIPANT SHOWS A PASSPORT.
- STAFF STAMPS THE PASSPORTS TO RECORD PERK REDEMPTION (SIMPLE, NO TRACKING REQUIRED).
- CONTRIBUTE A PRIZE (EG. BRUNCH FOR TWO) FOR THE PRIZE POOL.
- **PARTICIPATION FEE OPTIONS:**
 1. **HOT CHOCOLATE - \$200** INCLUDES MARKETING BELOW
 2. **SPIKED HOT CHOCOLATE - \$300** INCLUDES MARKETING BELOW PLUS AN EXCLUSIVE INSTAGRAM REEL HIGHLIGHTING YOUR WINTER OFFERINGS — ONE OF OUR FAVORITE COZY SPOTS THIS WINTER ❄️



MARKETING & EXPOSURE YOU'LL RECEIVE

- FEATURE IN A-LIST WEBSITE ARTICLE “**ROCHESTER WINTER INSIDER GUIDE / TOP DESTINATIONS FOR WINTER BLISS, HYGGE MOMENTS, ROSY CHEEKS & FUN**” HIGHLIGHTING YOUR WINTER OFFERINGS, RECOMMENDATION, PHOTO, AND LINK
- EMAIL SHARING ARTICLE TO 5,500+ OPT-IN SUBSCRIBERS WHO TRUST OUR RECOMMENDATIONS.
- SOCIAL MEDIA & INFLUENCER PROMOTION: INSTAGRAM & FACEBOOK POSTS, REELS & STORIES FEATURING YOUR BUSINESS, PLUS ADDITIONAL EXPOSURE ON PASSPORT PROMOTION THROUGHOUT THE MONTHS OF THE PROMOTION WITH @ROCHESTERALIST AND INFLUENCERS.
- WORD-OF-MOUTH & TAGGING: PARTICIPANTS SHARE EXPERIENCES ONLINE, GENERATING ORGANIC BUZZ.
- WEBSITE PRESENCE: PASSPORT LANDING PAGE + CAMPAIGN VISUALS. EMAIL AND ARTICLES PROMOTING PASSPORT.

PARTICIPATION BENEFITS AT A GLANCE

- INCREASE CUSTOMER VISITS AND AWARENESS
- GAIN EXTENSIVE MARKETING ACROSS EMAIL, SOCIAL, AND WEBSITE.
- GENERATE SOCIAL MEDIA CONTENT FROM PARTICIPANTS AND INFLUENCERS.
- BE PART OF A FUN, SHAREABLE WINTER COMMUNITY EXPERIENCE.

NEXT STEP

JOIN THE ROCHESTER WINTER WARM-UP PASSPORT AND HELP PARTICIPANTS DISCOVER, ENJOY, AND CELEBRATE YOUR BUSINESS.

CLAIM YOUR SPOT NOW—LIMITED PARTICIPATION AVAILABLE. CONTACT AMY TO SECURE YOUR PASSPORT SLOT.

AMY@ROCHESTERALIST.COM

(585) 746-2576



THIS WAY TO

WONDER
WINTER WARM-UP PASSPORT



[MORE ABOUT A-LIST & OUR AUDIENCE →](#)