

Virginia's
 **RIVER
REALM**
SHOPTOBER
October 1-31, 2025



What is Shoptober?

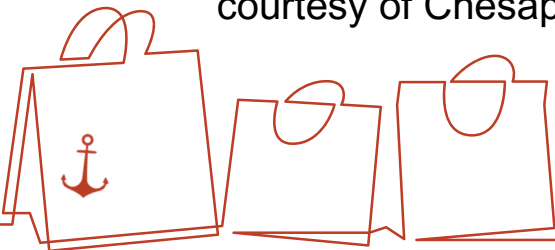
Shoptober is a month-long (October 1-31) shopping celebration across Middlesex, Lancaster, and Tappahannock designed to:

- Drive foot traffic into local shops and businesses
- Encourage early holiday shopping
- Showcase the unique charm and variety of shopping in the River Realm



How It Works

1. Shoppers purchase a \$20 Shoptober Ticket online via Ticketleap.
2. Ticket holders unlock exclusive offers, discounts, or giveaways at participating businesses throughout the month.
3. To measure visitation and shopper participation, shoppers utilizing the Virginia's River Realm app are automatically checked in when they visit participating stores.
 - This requires no extra effort from the retailer — only encouragement to shoppers to download and use the app.
4. As shoppers are checked in, they can earn rewards:
 - 5 store visits = Backpack VRR Bag
 - 15 store visits = Canvas Boat Tote filled with VRR swag
5. Every ticket holder is also entered to win a \$500 cash prize courtesy of Chesapeake Bank, drawn on October 31.

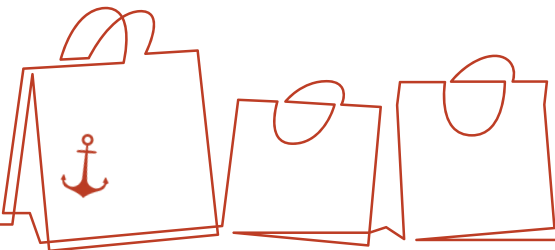




How It's Promoted?

To ensure success, the campaign is promoted through a multi-channel marketing strategy:

- Consumer-Facing Landing Page on Virginia's River Realm website
- Virginia's River Realm App Integration:
 - All participating stores will be featured in a dedicated Shoptober Tour within the app.
 - Each business listing will highlight its exclusive promotion so shoppers can plan their route and discover new places.
 - As shoppers move through the tour, their visits are logged and count toward their reward tiers (5 visits = Backpack VRR Bags, 15 visits = PVC Shopping Bags).
- Email Campaigns to VRR's subscriber list
- Targeted Social Media Ads & Posts (Facebook, Instagram)
- Google & YouTube Ads (with a highlight video featuring VRR shopping content)
- PR & Media Coverage through VRR and partner channels





How to Support & Participate in Shoptober

Here's your checklist for being a Shoptober Partner:

✓ Submit Your Promotion

- Finalize your discount or special offer by Friday, September 12 using the online form. (Scan the QR code below to access form.)
- **Incentive:** the first 10 businesses to submit will receive 10 VRR Shopping Bags for their first 10 Shoptober shoppers.

✓ Submit Any Updates Needed on Your VRR Listing

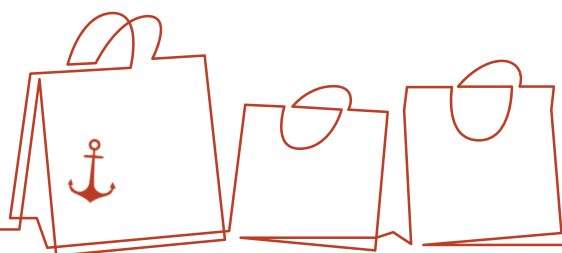
- Ensure your business listing on the VRR website is accurate and up to date (photos, hours, description). Send updates to whitney@startsmallthinkbig.marketing.

✓ Promote In-Store

- Display Shoptober signage provided in your packet (posters, counter cards, window clings).

✓ Promote Online

- Share your Shoptober participation on social media.
- Encourage followers to purchase tickets online and download the Virginia's River Realm app.



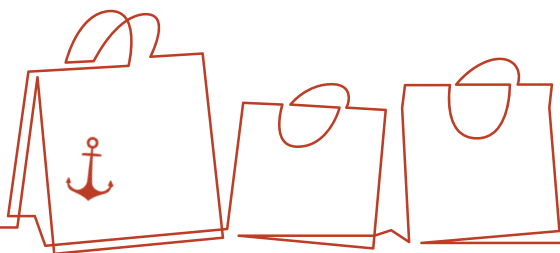


Your Main Contacts

For questions, support, or materials, contact your regional lead:

- Whitney Law (All VRR) – 804.832.2179
- Sharon Phillips (Kilmarnock) – 804.536.6467
- Kelsey Briggs (Middlesex) – 804.758.8112
- Janine Rigg (Tappahannock) – 804.466.4030

We're excited to work with you to make Shoptober 2025 a success — let's bring shoppers into your stores and showcase the very best of the River Realm!



SHOP TO BER

Virginia's RIVER REALM

October 1 through 31

Save All Month Long!



Purchase Your Shoptober Tickets!

Tickets Available for Purchase

*Present Ticket to Redeem Discount

Your \$20 Ticket Brings You Exclusive Discounts from Participating Businesses & A Chance To Win \$500

\$500 Raffle Drawing on October 31st!

2024 Participating Businesses

DELTAVILLE

Boater's Boutique
30% Off Your Entire Purchase

J&W Seafood
15% Off All Crabmeat and Frozen Soft Crabs

IRVINGTON

Daily Magic Home Goods
20% Off 1 Reg. Priced Item

Dandelion Livi's Market
20% Off One Reg. Priced Item

Dear Neighbor Objects
20% Off One Reg. Priced Item

FlyerNKK Sweet Tea Boutique
10% Off All Items 15% Off One Reg. Priced Item

KILMARNOCK

C&D Music Vinyl
10% Off 2 or More

Chandler's
Free T-Shirt or Hat with \$500 Purchase

Chitterchats
30% Off Short Sleeve T-Shirts. 20% Off of Candy & Soft Serve Ice Cream

Dug In Farms
10% Off Dug In Farms Private Label

Fin & Pearl!
15% Off One Reg. Priced Clothing Item

Gayle's Place
10% Off Entire Purchase

The Jeannery
\$5 Off Entire \$25 Purchase

Noblett Appliance
\$50 Off Any Laundry or Dishwasher Purchase Over \$500

Papeterie
10% Off Entire Purchase

Pearl Boutique
15% Off One Reg. Priced Clothing Item

Rappahannock Hang-Ups
50% Off P. Buckley Moss

The Rivah
15% Off Any One Reg. Priced Clothing Item

Ross's Fine Jewelers
Spend \$3,000 (or more) Get a Vacation Package

When Ordinary Won't Do
10% Off Purchases Totalling \$100 or More

URBANNA

If it's Wood & More
25% Off a Single Non-Sale Item

Pieces of Pepper & Friends
15% Off Quilts

Portside Gifts & Apparel
20% Off Your Entire Purchase

Antique Outfitters
10% Off Entire Order

August Table
10% Off All Items

Country Cottage
10% Off Reg. Priced Merchandise

Miss Mary Seafood
10% Off Entire Purchase

RS Bristow's
10% Off Anything with an Oyster

Urbanna Trading Co.
15% Off Purchase, Except Consignment Items

The Wooden Pickle
10% Off Purchase

Old Farm Truck
20% Off Jams and Jellies

The Pink Lemon
15% Off Storewide Oct. 4-6

Point Provisions
10% Off Reg. Priced Item

Sponsored By:



Proceeds from Ticket Sales Benefit:



- Daily Magic**
20% Off 1 Regular Priced Item
- Dandelion**
20% Off 1 Regular Priced Item
- Irvington Home Goods**
15% Off 1 Regular Priced Item
- The Local**
10% Off Entire Check
*Excludes Artwork
- Objects, Art & More**
15% Off 1 Regular Priced Item
- Sewlovelee**
20% Regular Priced Cut of Fabric *No Other Discounts Apply
- Sweet Tea Boutique**
15% Off 1 Regular Priced Item
- Windswept**
15% Off Entire Order
- Barkley's Boutique**
10% Off Fall Merchandise
- Burkes Fine Jewelers**
Oct. 26, 27, 28 30% Off of Entire Purchase
- Cathy's Unique Pursuits**
10%, 20%, or 30% Savings, Draw To Win
- C&D Music**
10% Off 2 or More Vinyl
- Chitterchats**
20% Off 2023 Short Sleeve T-Shirts
- Coastal**
Buy 1 Get 1 50% Off
- Fin & Pearl**
15% Entire Purchase
- Gayle's Place**
15% Off Entire Purchase
- Grow**
20% Off Plants & Plant Merchandise
- Lee's Restaurant**
10% Off Entire Check
- Northern Neck Popcorn**
Buy 1 Get 1 Half Price Snack Small Junior Family Bags
- Papeterie**
10% Off Entire Purchase
- Pearl**
15% Off 1 Regular Priced Clothing Item
- Rappahannock Hang-Ups**
20% Off P. Buckley Moss
- Ross's Fine Jewelers**
Buy 1 Get 1 50% Off Equal or Lesser Value *Some Exclusions
- Salt & Sand**
\$100 Reg. Price Solid Color Manual, In Stock Recliners *1 Per Person **No Electric Recliners
- Small Town Burger**
10% Off Entire Check
- Therivah**
15% Off Any 1 Reg. Priced Clothing
- Tiles Projects**
50% Off Maresia Totes
- WATR**
15% Entire Purchase
- Waterline**
25% Off Any 1 Reg. Priced Item
- Weekends Fashions**
20% Off 1 Full Price Item
- 36 North Restaurant**
10% Off Entire Check
- Boater's Boutique**
30% Off Your Entire Purchase
- J&W Seafood**
15% Off All Crabmeat and Frozen Soft Crabs
- Antique Outfitters**
10% Off Entire Order
- August Table**
15% Entire Purchase
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