

SAVE MAX ST PIERRE

Ou Lekonomie, Nou Priorité...

FAMILY

SHOPPING DAY

29 Nov – 01 Dec
2024

Organizer



Get ready for a day of bonding, making memories, and enjoying a wide range of fun-filled activities. Here's what you can expect:



Shopping



Food
Festival



Blood Donation

Booking for
Participation



5 – 863 1540 / 5 – 278 8444



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Event Overview:

SaveMax Supermarket is proud to present the "SaveMax Family Shopping Day" at its new St Pierre outlet, designed to create a vibrant, community-driven experience while promoting the new store.

The event will feature a food festival with local and international flavors, a blood donation drive, and a fundraising initiative by a local association.

This event aims to increase SaveMax's footprint, strengthen its relationship with the community, and attract more visitors to the new outlet.

Event Objectives:

1. Increase visibility of SaveMax in the St Pierre locality.
2. Drive foot traffic to the new outlet, showcasing its offerings.
3. Create a community hub through a food festival and engaging activities.
4. Promote social responsibility through a blood donation drive.
5. Support local associations with a fundraising activity.

Event Details

- Name of the Event: SaveMax Family Shopping Day
- Date: 29 Nov – 01 Dec 2024
- Location: SaveMax Supermarket, St Pierre – Parking Area
- Duration: 9:00 AM to 19:00 PM



Key Components

1. Food Festival:

- A marquee will host a variety of food stalls showcasing diverse cuisines.
- Welcoming new exhibitors (local food producers, restaurants and artisanal food vendors) to sell their products.
- Family-friendly environment with live cooking shows, taste testing, and interactive food games.

2. Blood Donation Drive:

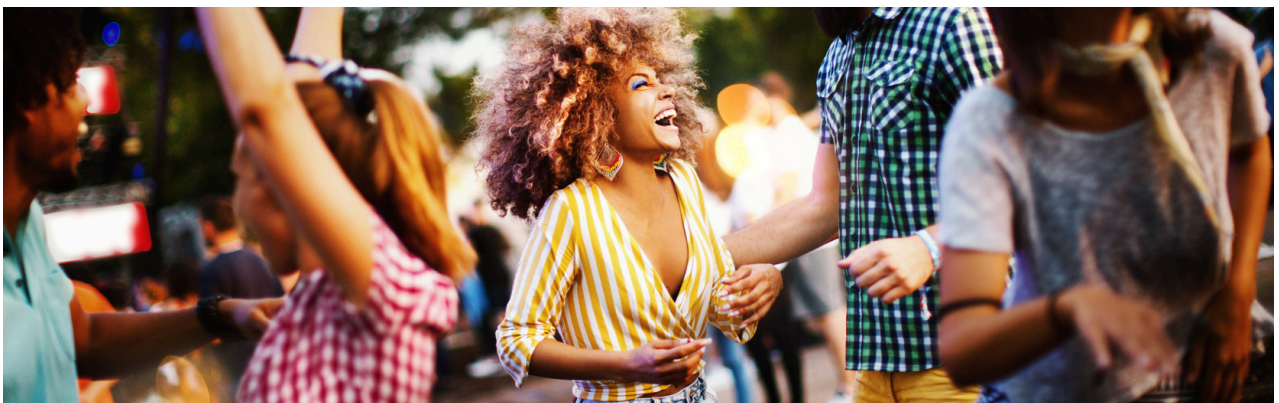
- Partner with a local hospital/clinic or blood bank to set up a blood donation station.
- Promote the importance of giving blood, offering small rewards or vouchers for those who participate.

3. Locality Association Fundraising:

- A local association (such as a sports club or charity) will host a fundraising activity.
- This may include selling handicrafts, home, deco & garden products, tools and others.

Proposed Layout

- Food Festival Zone: Set under a large marquee with booth spaces for exhibitors. It would be opened space, no partition.
- Blood Donation Area: Quiet and isolated section in the parking space.
- Fundraising Zone: Interactive stalls for donations, games and crafts.
- Chill-out Corner: Seating areas for families to relax and enjoy food.



Marketing & Promotion

1. ONLINE CAMPAIGNS:

- TARGETED FACEBOOK AND INSTAGRAM ADS FOCUSING ON THE LOCAL & SURROUNDING AUDIENCE.
- SAVEMAX'S WEBSITE AND SOCIAL MEDIA CHANNELS TO PROMOTE EVENT ACTIVITIES.
- LOCAL INFLUENCERS AND FOOD BLOGGERS TO BE INVITED FOR EXCLUSIVE PREVIEWS.

2. ON-SITE BRANDING:

- POSTERS AND BANNERS IN AND AROUND THE SUPERMARKET AND PARKING SPACE.
- BRANDED MERCHANDISE FOR PARTICIPANTS (SHOPPING BAGS, HATS, ETC.).

3. COMMUNITY ENGAGEMENT:

- PARTNERSHIP WITH LOCAL SCHOOLS AND ASSOCIATIONS TO ENCOURAGE PARTICIPATION.

4. PRE-EVENT LAUNCH ACTIVITIES:

- ANNOUNCEMENTS ON RADIO.
- TEASER SOCIAL MEDIA CONTENT HIGHLIGHTING EVENT HIGHLIGHTS (FOOD STALLS, PRIZES, BLOOD DONATION).

& RATES

Stand Package for 3 Days - (Raw Flooring / Open Space Only)

Price Excluding VAT

9 M² (3 X 3M) – MUR 30,000.00 – Exhibitor's Stand

18M² (3 X 6M) – MUR 55,000.00 – Exhibitor's Stand

Food Court Space – MUR 22,000.00

***** 1 Space (SME's Only) – MUR 12,000.00



Thank you, and we look forward to working with you.

Reserve your stand now to secure your spot at the SaveMax Family Shopping Day.

Spaces are limited and expected to fill up quickly!

Contact Information

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