

2025 PLANNER PROFILES

Gift-Cards-Party Supplies



Grow Your Business WITH TOWN PLANNER

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A strong brand is invaluable as the battle for customers intensifies day by day. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also learned to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

"A brand is a story... that is always being told."

Scott Bedbury, A Brand World



Town Planner®
YOUR COMMUNITY CALENDAR

BEADS FOR LESS
ON BERTRAND
HUGE SELECTION AT GREAT PRICES
124 Bertrand Dr.
337-230-4444

www.mardigrasbeadsforless.com

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Since 2017*

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25% OFF
1 GIFT ITEM

Limit 1 Coupon Per Visit. Must present coupon.
Not valid with other offers. Valid thru 12-31-25

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**The
Rustic
Collage**

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\$5 OFF
A \$50 PURCHASE
Excludes Sale Items or Special Offers.
Expires 12/31/25

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**\$5
OFF**
\$25 Purchase
Expires 12/31/25

MARDIGROS
Headquarters

DECOR • GIFTS
TROVE & CO.
LOCAL TREASURES

126 E. Bridge St.
Breaux Bridge
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NMCOC

\$5 OFF \$25 **\$10 OFF \$50**
Locally Owned

**PARTY
STARTER**

Party
Supply
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5800 W Hwy 74
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Tableware • Decor • Balloons

NCMCC

\$5 OFF \$25 **\$10 OFF \$50**

Locally Owned

Party Supply Store

Expires 12/31/25

5800 W Hwy 74
704-234-8755

Tableware • Decor • Balloons

THREE YEAR PLUS SPONSOR

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clementines
gifts & more

A boutique designed by local moms as a place for you to find thoughtful gifts, hometown spirit items and home decor.

106 N. Main St.
Next to Firefly Coffeehouse
608-575-4641

INTRA

\$5 OFF
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Hallmark
Lee's Hallmark

Gifts, Cards,
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Sports, Toys,
Sweets & More

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One coupon per visit.
Expires 12/31/25

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\$5.00 OFF
ANY \$25 PURCHASE

clementines
gifts & more

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Next to Firefly Coffeehouse
608-575-4641

Not combinable with other offers.
One coupon per Customer.
VALID THRU 12/31/25

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Wild Raspberry

Resale Boutique and Warehouse



Thrift Beyond the Ordinary

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LAPUR

Shop for Dad!



DECOR • GIFTS
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LOCAL TREASURES

126 E. Bridge St. • Breaux Bridge
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DECEMBER 12 • 6-9PM

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A Gift
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