



Miracle Bags Canberra Advertising information

The creator

I am Megan the owner of Miracle Bags Canberra I am a mum to a gorgeous 1 year old girl Sienna and work part time in finance. I love being busy, organising things in my life and talking to people so I thought: why not start up this business? We are only new and small right now but hoping to grow as the months go on.

What are Miracle Bags Canberra?

Miracle Bags Canberra is a new way to advertise your small business, hobby business and mum and dad businesses in Canberra directly to families through our bags. We know how expensive and time consuming advertising is and wanted to make it affordable for small business.

We will be attending local markets aimed at families, taking between 100-300 bags full of merchandise and flyers tailored to each market, event or fundraiser we are attending. We will be aiming for a least 1 event a month if not 2 or 3 depending on what is happening around town at the time. These bags will be handed out free of charge to families.

How much is sponsorship and advertising?

* Advertising in our bags is \$50 for 200 bags that go out. When advertising you will need to provide us with business cards, fridge magnets, samples, magazines, coupons, flyers any form of promotional items you have. (Mums love free samples or things like pens and stationery anything they can use.) Draw attention to your business in our bags, be creative when advertising give out discounts and incentives to draw people in, give away a free product if possible make them come to you, a bag full of just business cards can become very boring and unattractive we want our bags to stand out from the crowd.

* Front of bag sponsorship of our bags is \$80 per 200 bags that go out. As a sponsor you will need to supply us with something more than just a business card like a sticker or promotional items for our bags. As a sponsor we will promote your business on our Facebook page and everywhere else we are advertising that set of bags, we will make it known that your businesses are our main sponsor, your business cards or stickers will go on the front of our bags.

What do sponsors get out of it?

At this stage we cannot tell you how many sales you will make with our bags or how many people will like your Facebook page afterwards. I can tell you that 200 families will be taking the bags home at the event and if your advertising stands out to them they will be drawn to you. Word of mouth advertising is a great and powerful tool to draw people into your business.

What about my competition?

We will be limiting the amount of similar businesses that advertise in that bag round and only 4 will be allowed. It is on a first in and paid basis, we will not be waiting on payment.

How to pay and book?

If this sounds perfect for you here's what to do next: either call, email or Facebook message me with your interest and I will send you a booking form which will include our business and payment details. You can ask any question at any time. Once a place has been booked we cannot accept any refunds.

Medium sized businesses and businesses with a shop front please contact us as the rates are slightly higher.

Miracle Bags Canberra

Affordable advertising for Canberra's small and hobby businesses

Contact: Megan Chapman

Phone: 0424 956 175

Email: miraclebagscanberra@hotmail.com

(Prices are subject to change with a month notice)