



WELCOME TO THE SECOND ANNUAL 260 DAY (FEBRUARY 6, 2021)

260 DAY serves to engage the community in celebrating everything that is spectacular about living, working and playing in Fort Wayne & northeast Indiana. (The region covered by the 260 area code.)

This grassroots initiative is designed to encourage retailers, restaurants, local businesses, professional services, health & wellness providers and nonprofits throughout northeast Indiana to create a day filled with special deals, discounts and fun opportunities centered around the **260 DAY** theme.

EXAMPLES OF 260 DAY THEMED SPECIALS DEALS & OFFERS:

- 26% off total purchase
- 2 accessories/items/purchases for \$60
- Special dinner menu for \$26
- 2.6-mile fun run
- A % discount for total purchases over \$260
- \$2.60 for a specific drink or purchased item
- \$260 for ultimate day of pampering
- \$26 for purchase for a workshop or class
- Special gift with a donation of \$26 and/or \$260
- \$26 for cool Fort Wayne swag offerings

There is **NO FEE** to participate in **260 DAY**. Just submit your **260 DAY** themed special offer/promotion/event/activity to *Fort Wayne* magazine. All **260 DAY** special offers will be included in a special section in the February 2020 issue of *Fort Wayne* magazine.

The round-up of **260 DAY** themed special deals will also include a list of **FREE** fun ways for the community to engage in **260 DAY**.

260 DAY will be promoted through special marketing initiatives in *Fort Wayne* magazine and by its community partner: Visit Fort Wayne, Northeast Indiana Regional Partnership, City of Fort Wayne and Greater Fort Wayne Inc. **260 DAY** is powered by **INGUARD HEALTH**.

SUBMIT DETAILS FOR 260 DAY SPECIAL PROMOTIONS, DEALS OR EVENTS TO:

Sara Fiedelholtz, Editor-in-Chief,
Fort Wayne magazine,
sfiedelholtz@fortwayne.com,
c: 847.736.1387

ALL 260 DAY DETAILS MUST BE SUBMITTED NO LATER THAN NOVEMBER 18, 2020

FORT WAYNE
MAGAZINE



NORTHEAST INDIANA
REGIONAL PARTNERSHIP



VisitFortWayne
INDIANA





PARTICIPATION FORM

NAME OF BUSINESS/ORGANIZATION: _____

BUSINESS ADDRESS: _____

BUSINESS URL: _____

CONTACT NAME: _____

CONTACT PHONE/EMAIL: _____

DETAILS ON 260 DAY SPECIAL DEAL, PROMOTION, EVENT OR ACTIVITY TO BE OFFERED:

(Please include any specifications/exclusions/etc) _____

ANY IMPORTANT ADDITIONAL INFO TO BE INCLUDED WITH 260 DAY OFFER DESCRIPTION:

(i.e., specifications, exclusions from promotion, etc) _____

SUBMIT DETAILS OR COMPLETED FORM TO:

Sara Fiedelholtz, Editor-in-Chief, *Fort Wayne* magazine, sfiedelholtz@fortwayne.com, c: 847.736.1387.

DEADLINE: NOVEMBER 18, 2020