

Rooftop Drop

What is the Rooftop Drop? The Rooftop Drop is a program that is offered to members only. It is a great opportunity to market directly to the residents of the Superior community at a minimal cost to businesses.

Superior has been split into four sections (refer to map) of 1,000 residences. Each quarter one of these sections is delivered to so that every residence in Superior receives the drop one time per year. The drop consists of marketing materials supplied by member businesses that are put into plastic bags with the Superior Chamber logo. These bags are then hung on the front doors of homes in the designated area.

We do our best to use area non-profit organizations to stuff and deliver the bags. The Chamber then makes a donation to their organization.

When does this happen? The drops are as follows:

April	Area #1	1000 pieces
July	Area #2	1000 pieces
October	Area #3	1000 pieces
January	Area #4	900 pieces

Specific dates of the drop are determined by the group doing it. **All marketing pieces are needed by the mid-point of the month.**

Where do I deliver my pieces? There are two options: Items may be delivered directly to the Chamber office (122 William Street). Office hours are typically 9:00am-3:00pm but sometimes closed due to outside meetings. Please call before delivering (303-554-0789).

Items may also be delivered to the Superior Town Hall (124 E. Coal Creek Drive). Doors are open from 8:00am – 5:00pm. Let the Town staff know that the items are for the Chamber.

How much does it cost? For Superior Chamber members that are Bronze level or above, there is no additional charge. For our Standard members there is a charge of \$45 per drop.

What goes in the bag? You can put just about any type of marketing material in the bag that you choose as long as it will fit in a 12" X 15" bag. You want your item to stand out so we encourage bright colors; quality paper; items that "drop out" such as pencils, notepads, candy, etc. You can include a brochure, a flyer, coupons are always popular, restaurant menus. If you have a flyer, attach something to it, like candy, to draw attention to it.

When new customers call, remember to ask if they found your information in the Rooftop Drop.