



2♠2♠ FRANKIE AND JOHNNY



## Parkes Elvis Festival | RETAIL ACTIVATION

### 2020 Parkes Elvis Festival Frankie and Johnny

We're celebrating Elvis' film classic *Frankie and Johnny* at the 2020 Parkes Elvis Festival.

Rewind to the 1960s - 1966 to be exact! Elvis starred as 'Johnny', a riverboat gambler and performer, along with his girlfriend 'Frankie' played by Donna Douglas.

*Frankie and Johnny* was Elvis' 20th movie. The film reached No 40 on the Variety weekly national box office list for 1966, grossing more than 2 million dollars.

Whether you're taking part in the Street Parade or just getting into the spirit of the theme, think fun and colourful costumes. Dancing girls, masquerade costumes, fortune teller, red, white and blue, riverboat - so many options to dress your shop and staff in theme!

### Festival Boulevard

The Festival Boulevard closure will be from 6am Friday to 7am Sunday. The Memphis Stage at the corner of Church and Clarinda Streets will be rocking until 5pm both nights - we want you to have a rockin' time too. There will be car displays, street theatre, Heatbreak Hotels and much more. Saturday afternoon will even host a Kombi display!

"With an expected arrival of in excess of 27,000 guests to Parkes over the Festival week, we cannot stress the importance of opening your store enough! The event is attracting the people, it's your turn to give the guests an incredible experience and convert into sales."

**Cathy Treasure,**  
Parkes Elvis Festival Director

### A Lot More Action | EXTEND YOUR HOURS

Ever been on holidays and been frustrated when everything is shut, especially on a Sunday? Need that morning coffee or late night snack but greeted by a closed door? The Parkes Chamber of Commerce encourages local outlets to consider extending trading hours to best cater to the thousands of visitors expected in town.

**Let's not have closed doors in Parkes!**



[parkeselvisfestival.com.au](http://parkeselvisfestival.com.au)

#parkeselvis

# How Great Thou Art |

## THEME YOUR WINDOW

Decorate and illuminate your shop window to enhance your business and attract interest in the main shopping precinct for the enjoyment of the community and visitors to Parkes. Think 1966, Elvis' classic *Frankie and Johnny* movie - riverboat, casino, blue, white and red, fortune teller, masquerade... the opportunities are endless! Be creative and try and use your products in your display.

**HOT TIP:** use lighting to engage potential customers after hours!



## BEST OF THE BEST COMPETITION

Be in the running for the most creative CBD Elvis window display and the best themed staff outfits during 8-12 January. Winners of each category will receive a dedicated social media post and a free business listing in the 2021 Parkes Elvis Festival Official Souvenir Program.

**The winner will be announced on the ARTC Cooke Park Main Stage on Sunday 12 January 2020.**



## TAILOR YOUR OFFERING

Introduce menu specials, eg. Love Me Tender chicken, Hound Dog, Polk Salad Annie, Beginner's Luck Burger, Frankie Fries, Johnny Juice.

Think about any new product lines that you can feature eg. Parkes souvenirs and Elvis-inspired gifts.

We are fortunate to be endorsed by the estate of Elvis Presley. If you want to use our logo or an Elvis image, please chat to us via 02 6862 6000.



## It's Now or Never |

### OUTDOOR DINING & TRADING

A well'a bless your soul, this is the one time of the year you can trade outside!

**Create a Clarinda Street Party!**

You can help create a festive, market atmosphere, have more customers through your door and display your products with pride through our free outdoor dining and trading program.

Theme your business, select products to match the Festival visitor and most of all, have some fun.

Shop owners can extend their shopfront directly outside their business during the Festival on Friday and Saturday.

**It is not too late to register** - request a form and complete prior to the 21st of December.

**It all adds up to extra customers through your door!**







## ROAD CLOSURES

The following road closures will be in place during the 2020 Parkes Elvis Festival:

- ★ **Short Street** - Thursday 9 January from 7am to Sunday 12 January 8pm
- ★ **Clarinda Street** (Festival Boulevard) from Church Street to Short Street, Friday 10 January from 6am - Sunday 12 January 7am. **Church Street Roundabout will still be operational.**
- ★ **Clarinda Street** (Street Parade) from Victoria St to Short St Saturday 11 January from 6.30am - 11.30am; and
- ★ **Caledonia Street** from Short Street to May Street Saturday 11 January from 6.30am - 4.00pm.

*Please ensure your vehicles are not parked in the street during these times and remind your customers to do the same.*



## Everybody Come Aboard HOOK YOUR VISITORS

What can you do to get visitors in the door? Do you have old stock that you can put on a sale rack at the door? An Elvis look-a-like at the door greeting visitors and telling them about any specials? What about a band or busker or playlist cranking out Elvis tunes? How about Elvis-themed aprons or staff costumes?

Remember, people have five senses - sight, sound, touch, smell and taste!

If you'd like to request a busker out the front of your business, simple email the team at [elvis@parkes.nsw.gov.au](mailto:elvis@parkes.nsw.gov.au) or call 02 6862 6000.



## NORTHPARKES MINES STREET PARADE

It's time to get off the sidelines and into the action. Be involved in this year's Northparkes Mines Street Parade. Help make it the Festival's best ever by creating a unique and wonderful Elvis or *Frankie and Johnny* themed float.

There is a Best Float prize of \$1,000 for a local charity, school or sporting group. You just nominate where you want the funds to go. You can register for the parade online via [parkeselvisfestival.com.au](http://parkeselvisfestival.com.au)

## SHARE THE LOVE ON SOCIAL MEDIA

Share your products, services and window displays on your social media channels.

Make sure you tag **@ParkesElvisFestival** along with **#ParkesElvis** **#VisitParkes** for your chance to be featured on our Festival platforms.

# Come on Everybody | ENJOY THE ENTERTAINMENT

Your town is bursting with great entertainers for five days – don't miss the action when it is on your doorstep. There are more than 200 events on offer at more than 30 venues. Plenty of shows, workshops and competitions for everyone to enjoy.



## JOE CAMILLERI & THE BLACK SORROWS

**Wednesday 8 January**  
**Parkes Services Club**  
**5.30PM, \$56**

See why our 2020 Parkes Elvis Festival Wall of Fame inductee, Joe Camilleri, is known as one of the best Australian musicians of all time.

Joe Camilleri and The Black Sorrows are one of the most prolific and enduringly popular bands renowned for their high-energy live shows, musicianship and infectious, rootsy rhythms. Expect to hear new songs and classic hits.

## THE SOUL MOVERS

**Friday 10 January**  
**Parkes Little Theatre**  
**9PM, \$25**

This brand-new addition to Parkes Elvis Festival is bound to have you wiggling in your seat. Fronted by charismatic frontwoman Lizzie Mack and her brother in Soul, guitarist Murray Cook (ex-Red Wiggle), The Soul Movers are a Sydney-based, rockin' pop and funky soul band.

The Soul Movers musical recipe combines sixties-style soul with a sprinkling of pop all laid down on a retro rhythm and blues slab. Don't miss this dynamic 60 minute show.



## HYPNOSIS: ELVIS STYLE

**Saturday 11 January**  
**Parkes Little Theatre**  
**8PM, \$30**

If you can dream, you can do hypnosis. Introducing Hypnosis Elvis Style – not just your average Elvis show! Wayne Donnelly will take you to the promised land.

As impresario of the show, Wayne unleashes his hypnotic skills on willing volunteers, and will make the world go away in a series of hysterical and hilarious Elvis style hypnosis routines. So surrender your suspicious mind and become the star... just like Elvis... creating memories that will last a lifetime.



**Plus much more entertainment, including 2020 Feature Artist Dean Z, country star Adam Harvey, the official Ultimate Elvis Tribute Artist Contest, Mark Andrew, Dean Vegas and Kids Talent Workshop.**



**TICKETS TO ALL SHOWS ON SALE NOW**  
**[parkeselvisfestival.com.au](http://parkeselvisfestival.com.au)**

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