

TIME TO GET YOUR MERMAID ON!

Ideas for promoting your business and
hosting events/activity.

2022 Mermaid Capital of Texas Fest –
Mermaid Promenade & Street Faire –
September 24th

Think about some of the most popular
parades and festivals like Fiesta, Mardi Gras and St. Patrick's Day Parade!

Here is your chance to get in on the celebration!



1. First, and foremost – San Marcos is the MERMAID CAPITAL OF TEXAS! So, let's start here! There is so much you can do with this alone! This is our city's designation, so let's OWN It!
2. Register for the PARADE! Order your business banners today. If you can't be in the parade recruit a few volunteers to carry your banner! This is an excellent way to introduce yourself to the community!
3. Start planning for your Parade Watch Party!!
4. It's a GREAT time to have your membership drive, fundraiser or special event to support your organization.
5. Create an event/activity to play a part in the celebration! Complete our online form and we will include it in our Festival Calendar. [2022 Festival Events Calendar – Mermaid Society SMTX](#)
6. Design your Mermaid Festival Flag! Perfect for your business, family, neighborhood or organization. Check out <https://www.bannerbuzz.com/> they are affordable and have a quick turn-around time. Also, check out [Mermaid Festival Flags – Mermaid Society SMTX](#) to see flags created by folks in our community and for more info.
7. Add a mermaid themed item to your existing restaurant or bar menu. Who doesn't love – MERTini's! In fact, we are working towards making the MERTini the SIGNATURE cocktail of SMTX!
8. Get creative! Decorate your storefront windows and get in on the fun!

9. Design merchandise with your business logo to have available for sale. Makes for great souvenirs for visitors to purchase while they are here for the festival.
10. Share the Mermaid Promenade & Downtown Street Faire on your social media to and invite your friends and family!
11. Post the event flyer in your in your windows, on bulletin board or tables.
12. Prepare for sidewalk sale or adding tables to extend your food/bar service.
13. Offer beauty services – hair, nails – makeovers! Mermaid hair is the new trend!
14. Offer fun pet services – MERpets are part of the mermaid community too!
15. Encourage employees to dress up for the occasion. Great team activity! Make it a special day at the office!
16. Design a T-shirt for the Mermaid Festival and have available for sale. We want to see your mermaid designs! Send us a pic and we will post on our social media!
17. Create a signature mermaid themed drink – alcoholic or non-alcoholic. Also, how about naming a smoothie or ice cream flavor? Let us know about it and we'd be happy to taste test and will help to promote!
18. Create a signature mermaid themed dessert or entrée. YuM!
19. Consider creating a special discount for the day of the parade – Sept 24th. Post this on your social media and tag us.
20. Create a themed Happy Hour or Brunch event! MERmosa's are perfect for brunch! Don't forget about MERgarita's and MERTini's
21. Encourage your business neighbors to get in on the fun. The best fun is when everyone joins the party!
22. Be a sponsor of the Mermaid Festival for added promotional benefits. YES – We need YOU! Every bit helps!
23. Are you a face painter? Set up somewhere along the parade route and paint faces for a small fee.
24. TAG us on social media on everything you are posting. Use hashtags - #uniquelysanmarcos #mermaidcapitaloftexas #mermaidsocietysmtx #mermaniasmtx #ispyamermaidsmtx



If you have any questions, please reach out to Mermaid Society SMTX registration@mermaidsocietysmtx.com or call 512-825-2819.