

# Rink hosts yard sale and picks up new customers

By Susan Geary

**W**ant to increase your exposure in the community and introduce your rink to new customers? Hold a yard sale! That's how Julie Wiley, marketing director of Adventure World Skate and Fun Center in Christiansburg, Va., was able to book several birthday parties in one morning and introduce her rink to a whole new list of customers.

Nestled in the Blue Ridge Mountains of Christiansburg, Va., Adventure World Skate and Fun Center is furtively tucked away on a hill next to a Corning Manufacturing Plant. The entertainment center is less than 10 years old, and many residents don't know it's there. Thousands of cars that pass by daily on nearby US 460 are unaware of its presence or its offerings of roller skating, birthday party rooms, laser tag, roller derby and skating lessons.

So Wiley has to find unique ways to bring in customers. Her goal? "Use the rink and the space that we have to do other things besides skating and laser tag," she said.

Wiley came up with the idea of a parking lot yard sale when she noticed the amount of parking lot space the rink has to offer. Using her experience in craft sales as a vendor and festival organizer; she put her plan into action: coordinate and advertise a flea market style sale with vendors purchasing table space right outside Adventure World. To raise awareness, Wiley advertised the Adventure Sale heavily in the rink, on local radio, social media, and signage placed along a nearby thoroughfare to bring in vendors and shoppers.

The Adventure Sale took place on Saturday, June 23, 2012 between 9am and 1pm. The inaugural event brought in about 20 vendors shelling out \$15 to \$30 a table. Private sellers were charged the lower price, while those promoting small businesses, such as Scentsy and Mary Kay were charged \$30 a space. The event drew a mix of the small household yard sale tables, and entrepreneurs in search of customers for their products.

With heavy advertising on local radio, along with a bounce house,

car wash, food, live DJ, and radio broadcast, the Adventure Sale brought in about 200 shoppers. Additionally, Wiley was pleased at the number of impressions she was able to make in such a short period of time with vendors and shoppers.

**D**uring the sale, Wiley handed out free skating admission passes to shoppers and vendors. She also converted some of the foot traffic into birthday party bookings. "They came for a yard sale, and booked a birthday party," said Wiley.

Wiley shared that the Adventure Sale took about four months to plan and organize, but it was the two months prior that she advertised it heavily. It was initially promoted

## Adventure Sale

WHERE: ADVENTURE WORLD SKATE & FUN CENTER



WHEN: JUNE 23RD 9AM-1PM

\*VENDORS \* CRAFTS \* BOUNCE HOUSE

\*YARD SALE BOOTHS

We are still accepting vendor applications for the event! A booth is \$30, we accept all types of vendors for the sale.

Vendors will be accepted first come, first serve for company vendors. All yard sale items accepted! Thank you for your interest!

ADVENTURE WORLD SKATE & FUN CENTER

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through Facebook to get the vendors. After that, she went with other media to find the shoppers.

Asked if she would do it again, Wiley quickly replied, "Oh yes." Instead of waiting till next summer though, the next Adventure Sale is slated for Saturday, October 27, only this time it will be inside the rink.

