

# 2018 Holiday Promotions Proposal

The SDDA Promotions Committee, in partnership with the Downtown businesses, will offer the following this Fall and Winter season: The deadline for this proposal is Monday, October 8, 2018.

- Halloween Downtown: Saturday, October 27 | 10 a.m. – 12 p.m.
- Sparkles & Sweets: Friday, November 9 | 6 p.m. – 9 p.m.
- Downtown Window Decorations Judging: Friday, November 16 | 6 p.m.
- Small Business Saturday: Saturday, November 24
- Gift Card Gift with Purchase: Friday, November 23 – Sunday, December 9 (while supplies last)
- Free Two Hour Parking: Friday, November 23 – Wednesday, December 26
- Staunton Christmas Parade: I'll Be Home for Christmas 2018: Monday, November 26
- StauntoNites: Cherish Every Christmas: Saturday, December 10
- Two hour free Downtown Parking: Friday, December 21 – Wednesday, December 26

\* Required

## Contact Information

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1. Business Name \*

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2. Contact Person \*

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3. Email Address \*

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4. Contact Phone Number \*

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## Will your business participate in Halloween Downtown, with candy or giveaways?

5. Halloween Downtown: 10/27/18 | 10 a.m.-noon \*

Will your business participate?  
Mark only one oval.

Yes

No

## Will your business participate in Sparkles & Sweets?

Members \$100 | Non-members \$137

**6. Sparkles & Sweets: 11/9/18 | 6 p.m. - 9 p.m. \***

Will your business participate?

*Mark only one oval.*

- Yes (My check is in the mail.)
- Yes (Please invoice me.)
- No

## **Downtown Windows Decoration Contest**

In commemoration of the 100th year anniversary of Veteran's Day

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The theme is I'll Be Home for Christmas!

1. Windows must be completed for judging by 6 p.m., Friday, November 16.
2. There will be three winners: Best Large Window, Best Small Window, and Best Overall (should we add or change any of these awards?)
3. Participating windows, what does the theme mean to you? (Do we use theme from 2017 using a tree? Or do we use a new theme or the I'll Be Home for Christmas theme?)

If you choose to participate, please check your inbox for an email containing the rules, judging categories, regulations etc.

**7. Downtown Windows Decoration Contest Friday 11/16/2018 | 6 p.m. \***

Will your business participate?

*Mark only one oval.*

- Yes
- No

## **Small Business Saturday**

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The SDDA encourages you to participate in this year's AMEX Small Business Saturday!

Sign up here for giveaways and doormats:

<https://www.americanexpress.com/us/small-business/shop-small/rally-signup>

If you need assistance with sign up, please let us know!

**8. Small Business Saturday 11/24/2018 \***

Will your business participate in Small Business Saturday?

*Mark only one oval.*

- Yes
- No

## **Additional Information**

## **Additional Holiday Activities and Info to Note:**

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Downtown Gift Card Gift With Purchase Reward: Friday, November 23- Sunday, December 9  
Customers receive a free \$10 Gift Card with a purchase of a \$50 Gift Card, while supplies last. The Gift Cards will be packaged in special Holiday envelopes containing the \$10 reward and only available at the Beverley Cigar Store and Clock Tower Convenience store

I'll Be Home for Christmas Parade: Monday, November 26 | 7 p.m. – 9 p.m.  
Applications are available at <https://goo.gl/forms/iQGdwkroSEiUW8y73>

Service Project...Looking at an alternative project. BJ to contact local military chapters to see if they have an idea or are doing anything we can help with or do ourselves.)

Cherish Every Christmas - StauntoNites event December 8 hosted by Cherish Every Moment. There will be a Christmas tree lighting ceremony, with ornaments with business names on them. There will be a Santa at Cherish Every Moment, hot chocolate and cookie making, story reading, strolling entertainment and carolers, and much more. Details to follow as we get closer to date.

This year's Art for Gifts dates are...? Should we put a blurb in about this?

Here are the following parking arrangements for 2018:

- Two-hour free parking in the Johnson Street parking garage and the Wharf parking lot, beginning Friday, November 23, and continuing through Thursday, December 20.
- Free parking in all city parking facilities—garages, lots and on-street—on Friday, December 21, Saturday, December 22, Sunday, December 23, Monday, December 24, and Tuesday, December 25.
- Placement of signs at entrances to the Johnson Street parking garage and the Wharf parking lot.

## **Next Steps:**

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If you have chosen to participate in any Holiday events, you will receive a "Holiday FAQ" sheet via email. This info sheet will contain all the details, information, requirements etc. for this holiday season. Please hold on to that information!

We will also be sending out a secondary follow-up form (similar to this one) to gather further details about your participation in Halloween and Sparkles & Sweets, as we get closer to those event dates.

Please send us any holiday events to add to the Lowdown or posters for the kiosks!

Thank you so much for you time, if you have any immediate questions, please contact us!  
540-332-3867 or [bj@stauntondowntown.org](mailto:bj@stauntondowntown.org)

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