

LIT UP AND LOCAL: A Month of Merriment on Alberta Street

Presented by Mimosa Studios

2016 HOLIDAY EVENT INFORMATION & SIGN UP FORM

December 3, 2016

5th Annual Alberta Street Tree Lighting

December 3-20 (back by popular demand!)

Gnome for the Holidays

Wednesdays in December (3 - 6PM)

Retail Happy Holidays

Event Sponsorships & In-kind Requests

Opportunity for increased promotional opportunities throughout the holidays.

HOW TO PARTICIPATE

Your business is invited to participate in any and all of our events!

To participate, please complete this form & return by Friday October 28, 2016. You can also sign up online at: <http://bit.ly/holidaysAMS> (case sensitive)

SPONSORSHIP OPPORTUNITIES

We are offering event sponsorship opportunities for "Lit Up & Local: A Month of Merriment on Alberta Street."

Event sponsorships assist in offsetting event marketing and costs. They also provide increased promotional opportunities for your business including: logo on promotional materials and Gnome for the Holidays game cards, links on the website, Facebook, e-news and more!

Presenting Sponsor: Mimosa Studios

\$250 Sponsorship: Second tier logo or text on all of our promotional materials.

\$150 Sponsorship: Third tier logo or text on all of our promotional materials.

\$75 Sponsorship: Fourth tier logo or text on all of our promotional materials.

IN-KIND DONATION REQUESTS

- Gnome for the Holidays Raffle Prizes
People of all ages participate in Gnome for the Holidays, but the majority are kids. (gift certificates are preferred)
- Sweet Treats at the Living Tree Lighting Ceremony.

MORE ABOUT THE EVENTS

TREE LIGHTING CEREMONY

December 3, 4:30 PM

The 5th annual tree lighting will be located in the courtyard at 18th and Alberta. The event will include Santa, "flipping the switch", holiday music, and cookies and hot drinks.

GNOME FOR THE HOLIDAYS

December 3-20

Gnome for the Holidays is an event that invites participants of all ages to find festively painted gnomes hidden within your holiday window display. Alberta Main Street will promote the event and participating businesses, hopefully drawing people into your business!

How it works for participants:

Participants pick up a game card (similar to BINGO) and seek out as many gnomes as they can find.

Completed game cards will be entered into a raffle to win great prizes!



How it works for businesses:

Participating businesses should be willing to:

1. Place a festively painted gnome within your window display.
2. Hand out blank GNOME cards, collect completed cards & stamp cards if they find your gnome.
3. Pay a \$25 participation fee to assist in offsetting event costs and advertising.

To ensure all businesses have the opportunity to participate, we will reduce or waive the fee if you would like to participate but are unable to afford the fee.

RETAIL HAPPY HOLIDAYS

Wednesday's, 3 - 6PM

We will put a holiday spin on the ongoing Retail Happy Hour event. If you are not already participating in Retail Happy Hour and you would like to, please indicate this on the sign up form.

LIT UP AND LOCAL: A Month of Merriment on Alberta Street

2016 HOLIDAY EVENTS SIGN UP FORM

SIGN ME UP: Your business is invited to participate in any or all of our events! Please complete this form & return by Friday October 28th, 2016. You can also sign up online at: <http://bit.ly/holidaysAMS>

Business Name: _____ Contact Name: _____
Address: _____
Phone: _____ E-mail: _____

SELECT HOW YOUR BUSINESS WILL PARTICIPATE IN ALBERTA STREET HOLIDAY EVENTS

EVENT SPONSORSHIP

- We would like to sponsor Lit Up and Local: A Month of Merriment on Alberta Street, presented by Mimosa Studios, at the following level.
- _____ \$250 Sponsorship: Second tier logo or text on all of our promotional materials.
_____ \$150 Sponsorship: Third tier logo or text on all of our promotional materials.
_____ \$75 Sponsorship: Fourth tier logo or text on all of our promotional materials.

IN-KIND CONTRIBUTIONS

- We will donate a raffle prize for Gnome for the Holidays.
___ We will mail/drop off at AMS ___ Please pick up or after _____(date)
- We will donate sweet treats for the Living Tree Lighting Ceremony (Sat, Dec. 3rd)
What & how many treats will you provide _____

GNOME FOR THE HOLIDAYS: December 3rd - 20th

- We will participate in "Gnome for the Holidays"

YOUR GNOME

- We would like Alberta Main Street to paint our gnome
 We would like to paint our own gnome at Mimosa Studios (if you select this option we will get you details and deadlines)
 We will provide our own gnome or reuse last years

PARTICIPATION FEE

- I have enclosed a check for our participation fee (\$25)
 I will participate but can't swing the fee at this time

RETAIL HAPPY HOUR: Wednesdays, 3 - 6 PM

- We are not already participating in Retail Happy Hour and would like to - sign us up!

Return this form with payment (if applicable) by **Friday October 28, 2016** to:

Alberta Main Street
1722 NE Alberta Street
Portland, OR 97211

Questions?
Contact Sara or Claire (503) 683-3252
Sara: sara@albertamainst.org
Claire: claire@albertamainst.org