



July 17, 2021

Hello Local Business Owners and Managers!

I wasn't sure whether I would be able to send out this invite this year, but after lots of discussion, debate, talks about safety and reiterations of the event, I am happy to invite you to table/promote your business/help us welcome students back at Lil' Big Night on Friday, August 27th from 4-8pm. We will not be in the parking lot but will be in the lawn right off the parking booth circle at the main entrance to campus, so you should be able to check in, move your stuff to your table and have time to move your car to a lot without traveling far!

Over the years, it has become clear to me that we are all interdependent on each other to be successful. Our students need places to go, eat, workout, socialize and play when they are not in class, and many of you rely on the students to keep your businesses up and running, especially in this economy. On August 15 and 16th approx. 2,000 students will be moving into the Residence Halls at SSU and around that same time the other 5,000 students will be moving into the Rohnert Park/Cotati/Petaluma/Penngrrove area. Approximately 2,500 of them will be incoming first/second year students, or transfer students, who have not spent much time in this area. I would like to take this opportunity to extend an invitation to your business to become involved in our Lil' Big Nite Event!! The students enrolled at SSU will members of the quad-city community and because of this we have initiated several opportunities for local businesses to reach out to SSU students, and for us to help promote who and where you are. I know that in the past, I have worked with you in other ways, but for now, due to a cut in my staffing, I will not be doing anything with the RSA sticker, t shirts etc.....

Lil' Big Night Event Info

The event this year will include music, food trucks, student performances, crafts, bouncies, Mad Chad the Amazing Chainsaw Juggler and Central Park Giant Bubble displays to name a few of the pieces of the nite. One other part of the event is tabling by student clubs and organizations. **We are hoping to have businesses take part in this tabling aspect of the event.** Tabling would happen outside between the Person Theatre and Student Center (right behind the parking booth at the main entrance to campus).

I am happy to offer a more "early evening event" rather than our usual 8pm on a Sunday event. I do hope that you will have the staff to participate. The businesses that attended Big Nite in the past were very happy with the number of students they could promote their business to and were happy with the added exposure! It is our hope that you'll agree that this is a great opportunity to provide the incoming freshman as well as the larger student body population, who will be shopping in the Rohnert Park, Cotati, and Petaluma, and surrounding areas, with information about your business and maybe some free stuff. :)

Feel free to bring coupons, job applications, giveaways, or other promotional items. *According to campus policy, we are unable to allow any form of signups at this event.* They love spinny wheels, or any free stuff or chances to win free stuff. That's how I get them to my table. :) LOL You may pass out the selected material and ask the student to return it to your business; however, they cannot sign up at this event. This would include signing up for a service, a mailing list, or other related item. **(Tip: You could, however, do a raffle from your table and get their info that way)**

While there is no fee for the table, we do request that you bring a gift certificate or product to be given away during the event. Students will be given the chance to get a passport filled out by going to five key spots during the event. They will then turn in their completed card to the bookstore and could win some of the prizes you all donate. You may still have individual raffles at your table, but you will be responsible for contacting that winner. We will provide free parking for the day of the event as well. More information regarding this will be in your space confirmation letter.

Food Vendors at Big Night - Sampling

The students love having samples of local business food at Big Nite. Preferred vendors, once they register for the event (see below), can just come and hand out samples since they have gone through the process.

For those businesses that have not yet gone through the process, we can still have you attend and hand out samples for a one-time event, but I would have a little bit of paperwork for you to fill out for this event. It is totally doable. Once you let me know that you are interested, I will contact you with more info about this quick process. Keep in mind that we will have no electricity available for folks at this event, which is another reason for starting earlier in the day. :)

If you are interested in becoming an SSU Preferred Vendor:

Many members of the campus community have caterers, restaurants, or other food service providers they would like to bring to campus. However, in order to provide food service to campus, businesses will need to apply to become an approved food service provider. We ask anyone who has a specific vendor in mind to direct them to <http://ces.sonoma.edu/food-and-beverage-options/approved-food-vendors> to get more information.

Questions can be directed to the Conference and Event Services office at 707-664-4091.

ALCOHOL PROMOTION IN BOOTHS OR ADS at LIL' BIG NITE

Due to our commitment to support the university drug free campus initiative, we will not be able to offer tabling spots to bars, or establishments that promote alcohol openly and/or as the main reason students would come to their business. My gauge is, and always will be, when I ask students, what kind of establishment is _____ and they say restaurant or bar. Thanks for your understanding that this is one night out of the year and the bulk of the people there are not of age to consume alcohol.

In addition, please note that this is a substance free event, and we expect that anyone who attends the event to promote your business will refrain from drinking prior to or during the event. You are responsible for telling all of the people that work at your booth about this expectation. We also expect your staff to interact appropriately with our students. If we have ANY issues, we will ask your business to leave, and you will not be invited back. Thank you for understanding.

Thank you in advance for your consideration of being a part of the Lil' Big Night event and our welcoming the students to, and back to, SSU and the surrounding towns. If you have any questions, feel free to contact me at the telephone number or email address below.

TO REGISTER FOR LIL' BIG NITE

Many of you will be happy to know that I have joined the 21st century and have an online form now.

[Register here for Lil' Big Night Tabling](#)

If you have further questions, please email mo.phillips@sonoma.edu for assistance. Thank you in advance for your consideration of this offer.

Sincerely,

Mo
Director of Student Involvement
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