EVENT INFORMATION & CHECKLIST
2026 CHOCOLATE WALK

IS YOUR BUSINESS READY FOR CHOCOLATE WALK?

Thank you for being part of Destination Downtown Lancaster's Annual Chocolate Walk! The Chocolate Walk will be held on Friday, April 10th with two time frames for attendees, 4pm-5:30pm and 5:30pm-7pm. 400 tickets will be sold for this event, so please remember to plan accordingly and have at least 425 chocolate items to give away. (We always ask you to prepare for 425 to accommodate any volunteers and/or for wiggle room!) Volunteers will be dropping off an envelope the week of to your business that includes this checklist, balloons, and ribbon.

On the night of the event, each attendee will check in at Destination Downtown Lancaster's Office and be given a Chocolate Walk map, bag, and pink wristband. This pink wristband is for participating businesses to know who has purchased tickets and is an official attendee at the event. Please only give away treats to folks with these wristbands!

EVENT CHECKLIST

- [ ] I have 425 chocolate items to giveaway during the event
- [ ] I am prepared to be open from 4pm to 7pm on the night of the event on Friday, April 10th
- [ ] My employees are aware of and know about the Chocolate Walk
- [ ] I blew up and hung the balloons outside my business to let Chocolate Walk Attendees know that I am a participating business (Pink & Brown balloons will be delivered to businesses on April 6th through 9th)
- [ ] I have marketing materials (flyers, business cards, coupons, etc.) to share with the attendees. Each attendee will have a bag, so feel free to hand out things to market your business if you choose.
- [ ] I am not promoting this on our social channels as a free event to the public!