



2020 CHRISTMAS STROLL

“CELEBRATING 25 YEARS OF CHRISTMAS STROLL”

FRIDAY, NOV. 27, 2020

REGISTRATION PACKET

As we all know, 2020 has been a challenging year. We are excited to host Christmas Stroll, and we've made some changes to help make it a prosperous, yet safe, experience. Our goal is to encourage folks to get out there to enjoy shopping and dining locally the whole day!

STROLL ALL DAY

The Christmas Stroll Planning Committee has worked diligently to be able to hold the Christmas Stroll again this year as we celebrate the 25th anniversary of this great community celebration.

The 2020 Christmas Stroll will be held ALL DAY on Friday, Nov. 27. We encourage you, if possible, to open your business at 8 a.m. and stay open until 8 p.m. on Stroll day and to offer your sales and specials the entire day.

Extending Stroll to an all-day event will give shoppers the ability to visit your business at their leisure and help to spread them out throughout the day. Those who are uncomfortable with large crowds can enjoy a safer shopping experience.

Main Street and Grinnell Plaza will remain open all day to accommodate parking.

We encourage you to go all out for your business decorations! Let's make the 25th Anniversary of Stroll the most festive and memorable yet!

WHAT IS DIFFERENT THIS YEAR?

- Stroll is an all-day event (8 a.m. to 8 p.m.).
- To celebrate the 25th Anniversary, we have special commemorative Stroll Buttons created by local artist Helen “Lytle” Campbell! Helen’s original artwork will be auctioned off by SAGE Community Arts.
- Post your button number when you open Stroll Day. Button holders may check their number(s) all day and through Christmas Eve. Businesses may opt to post their button on the interior or exterior of their business.
- Main Street and Grinnell Plaza will remain open for parking.
- To prevent large in-person gatherings, there will be no fireworks, giveaways in Grinnell Plaza, Santa photos or in-business musicians to prevent large in-person gatherings.
- The Sheridan Media van will broadcast holiday music from Main St. and Grinnell Plaza, and festively dressed folks will be strolling downtown. Santa and Mrs. Claus will be making appearances too.
- A special 25th Anniversary version of “Get Caught Shopping” will take place during the “25 Days of Christmas Stroll”...details coming soon!

WHAT WILL STAY THE SAME?

Participant cost and a prize donation of at least \$50 value

- \$125 for Chamber Members; \$175 for non-Chamber Members
- Participants will be listed as a Christmas Stroll participant in all print promotional materials, including the Christmas Stroll program and newspaper ads, and on the Chamber’s website and Christmas Stroll Facebook page.

Stroll Buttons

- Your first packet of 5 buttons is included with your registration.
- Additional Stroll Buttons are available for purchase to sell in your business or to give away to employees and customers.

Winning Button Numbers

- Before Stroll Day, a poster with a unique winning number will be delivered to your business.
- Prominently display your winning number inside your business or on your door or window through Christmas Eve.
- The person who matches their button number to your number wins your prize valued at \$50 or more.

The Purpose of Stroll

- To encourage holiday shoppers to spend locally!



LIGHTING AND DECORATING CONTEST

Help make Christmas Stroll merry and bright!
***Win fantastic Media Packages and Chamber Bucks and
get your business featured by the Chamber!***

We encourage all Sheridan County businesses to show off your holiday spirit by decorating in the 2020 Christmas Stroll theme, "Celebrating 25 Years of Christmas Stroll," and taking part in the 2020 Lighting & Decorating Contest!

The first and second place winners in each category will be featured in/on:

- A special email sent to all Chamber members and their employees
- The Chamber's website
- The Chamber Online newsletter
- The Chamber's Business and Christmas Stroll Facebook pages
- News releases and photos sent to local media.

In addition, the first and second place winners will each receive a special media package provided by our local media partners as well as Chamber Bucks!

Only Stroll participating businesses may enter the contest, and participation in the contest is FREE.

Judging will be done in two categories: Indoor (which includes lighting and decorations from the doorway in) and Outdoor (which includes windows and everything outside). Each category will be judged on use of theme and overall appeal. First and second place prizes will be awarded for each category. First place prizes are media packages and \$100 in Chamber Bucks, and second place prizes are media packages and \$50 in Chamber Bucks!

Anonymous judging will take place starting Stroll Day and through Tuesday, Dec. 1. Winners will be notified by Friday, Dec. 4.

Good Luck! --- Have Fun! --- Happy Decorating!



25th Annual Christmas Stroll Registration Form

Deadline: Friday, Oct. 23, 2020

PARTICIPATING BUSINESS NAME: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____ **EMAIL:** _____

2020 CHRISTMAS STROLL PACKAGE

____ Yes! Sign me up to participate in Christmas Stroll. Includes 5 buttons.
(\$125 for Chamber Members; \$175 for non-Chamber Members)

2020 LIGHTING & DECORATING CONTEST

____ Yes! I want to participate in the Lighting & Decorating Contest. FREE

Please select which category:

____ Indoor (everything from the doorway in) ____ Outdoor (windows and everything outside) ____ Both

ADDITIONAL BUTTON ORDER

- ____ 1 Pack for \$75 (15 buttons)
____ 2 Packs for \$150 (30 buttons)
____ 3 Packs for \$225 (45 buttons)
____ 4 Packs for \$300 (60 buttons)

CHAMBER BUCKS

(If you would like to order Chamber Bucks to give as your Winning Button Number Prize or for any other reason, we can deliver them with your buttons.)

____ Number of \$25 Chamber Bucks (no processing fees if you order now!)

= \$ _____ Total

PAYMENT INFORMATION

Stroll Package _____

Additional Button Order _____

Chamber Bucks Order _____

TOTAL: _____

PAYMENT METHOD

Check # _____ (payable to Sheridan County Chamber of Commerce)

Credit Card # _____ Exp _____

Security Code _____ Billing Address _____

(OVER)

Advertising & Promotion Information

We want to promote your business and make it as easy as possible for customers to do business with you!

YOUR BUSINESS HOURS ON STROLL DAY: _____

YOUR BUSINESS HOURS THROUGH CHRISTMAS EVE:

Sundays _____

Mondays _____

Tuesdays _____

Wednesdays _____

Thursdays _____

Fridays _____

Saturdays _____

Other _____

ANY SALES, SPECIALS OR EVENTS YOU WOULD LIKE TO PROMOTE ON STROLL DAY AND THROUGH THE HOLIDAY SEASON? *If you have a flyer and/or ad for this, and are a Chamber member, don't forget to submit it to the Chamber's Member 2 Member newsletter and share it on the Live Life Local Sheridan County Facebook Group!*

DO YOU OFFER AN ONLINE STORE? ____ Yes ____ No

DO YOU OFFER DELIVERY? *If so, please provide details/restrictions.* ____ Yes ____ No

Details: _____

DO YOU OFFER CURBSIDE PICK UP? *If so, please provide details/restrictions.* ____ Yes ____ No

Details: _____

ARE MASKS REQUIRED IN YOUR BUSINESS? ____ Yes ____ No

ARE YOU PLANNING TO HAVE SANTA VISIT YOUR BUSINESS? *If you know what dates/times, please list.*

____ Yes ____ No ____ Unsure at this time

Details: _____
