



The 2016 Christmas Season is headed our way with all the tradition it brings, including the Christmas Stroll. This year will be the 21st Annual Stroll on Main Street held, per tradition, the day after Thanksgiving (Friday, November 25, 4:00 - 8:00 pm). This is a perfect way to kick off the official Christmas shopping season and a wonderful opportunity for businesses to get in the Christmas spirit by selling Christmas Stroll buttons and participating in an event that is unique to the Sheridan area. What better way to entice up to 3,000 shoppers to Sheridan than by highlighting our beautiful historic town! Not a downtown business? You will still be listed as a participating business and given a winning button number for people to come into your place of business to check. We also have room on Main if you would like to set up a booth on Stroll night. Everyone loves the spirit of Christmas and Sheridan is just the right place to experience it!

Participant Cost

\$125 for Chamber Members (\$175 for non-members) and a prize donation of at least a \$50 value. For this, your business is listed as a Christmas Stroll Participant in all promotional materials for the event including the Christmas Stroll program, Christmas Stroll poster, and newspaper ads. You will also receive 5 buttons (to sell or give away to staff, customers, friends or family) and inclusion in shoppers' ads in Sheridan and the surrounding areas. To participate, fill out the registration form and mail, deliver, or fax to the Sheridan County Chamber of Commerce with payment by **Monday, October 31st**. Questions? Call the Chamber at 672-2485.

Buttons

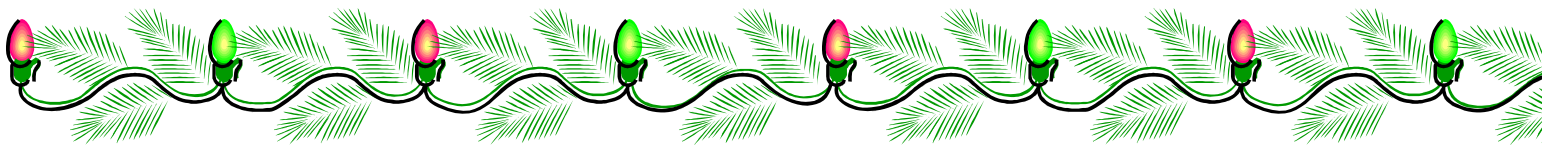
Your first packet of 5 buttons is included with your registration, but you can also purchase additional Stroll button packets to sell in your store. **Please complete the registration form, and send with your payment by Monday, October 31 so we can reserve your buttons.** Delivery of the buttons will take place Friday, November 4. You must have a payment returned to the Chamber before buttons will be given to your business. You may start selling them immediately. If you decide later that you need more buttons, call the Chamber and we will be happy to provide more depending on availability. The proceeds from the event help the committee purchase additional Christmas decorations and street enhancements each year.

How to Win (EVEN MORE CHANCES NOW)

Monday and Tuesday before Stroll, posters with unique winning numbers will be distributed to each participating business to be displayed no earlier than 4 pm on November 25th. Button holders will compare the number on their button to the winning numbers on each poster. Please prominently display your poster inside your business/booth so button holders can compare numbers while doing their holiday shopping. However, if you don't wish to have button holders come into your business, you may place your winning number on your front door/window. If the number is a match, the button holder wins your in-store prize. Button holders have until Christmas Eve to match their button numbers to the number on the poster. *We ask that you donate a prize for your button winner of at least a \$50 value.* Please get your winner's name and return their information to Teresa Detimore by fax (672-7321), email (tdetimore@sheridanwyoingchamber.org) or calling the Chamber office (672-2485).

BUTTON HOLDERS CAN 'GET CAUGHT SHOPPING' LOCAL! Stroll Committee members will be trying to "catch" you shopping on Saturday, December 3rd, 10th, & 17th in businesses participating in the Stroll. The lucky shoppers who get caught will receive Chamber Bucks if they are in a participating store wearing their Stroll button. Participating businesses will be drawn randomly every week and will have their store listed in the picture with the winners for the week. Encourage Sheridan shoppers to Get Caught Shopping this season!

Brought to you by the Sheridan County Chamber of Commerce Christmas Stroll Committee



2016 Lighting & Decorating Contest

*Decorate your business for Christmas
and you could win a fantastic media package!*

Participation is free to all businesses participating in Christmas Stroll. Judging will be done in three different categories: Indoor, Outdoor, and Theme. First and second place prizes will be awarded for each category. First place prizes are media packages worth over \$1,600 and second place prizes are media packages worth over \$700! With those excellent prizes, can you afford not to decorate?

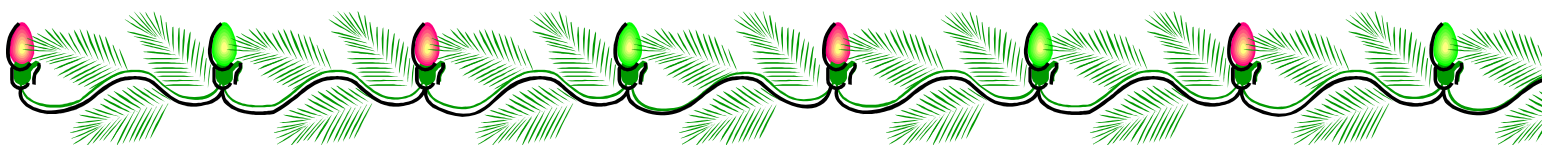
So, dust off those Christmas decorations and turn your store into a Christmas treat all on its own. The theme for this year is :

Storybook Stroll

Judging will take place during Christmas Stroll by anonymous judges. Winners will be notified the week after Stroll, announced in the Chamber newsletter, media releases and posted on the Chamber website.

Good luck, have fun and happy decorating!

For more information, contact the Chamber at 672-2485





21st ANNUAL CHRISTMAS STROLL REGISTRATION FORM

DEADLINE MONDAY, OCTOBER 31, 2016

PARTICIPATING BUSINESS: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

2016 CHRISTMAS STROLL PACKAGE

_____ \$125 Chamber Member (includes 5 buttons)

_____ \$175 Non-Member (includes 5 buttons)

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)

LIGHTING & DECORATING CONTEST

_____ Yes, I would like to participate _____ No, I would not like to participate

MUSICIAN REQUEST

If you have an area in your store (8x8 or larger) and you would like to have a musician perform during Stroll, let us know and we will try to fill it with one of our outstanding local talents. (Due to limited numbers, we will match businesses on Main Street first with musicians.)

_____ I would like to have a musician for Christmas Stroll

_____ I have a large place inside my store

_____ I prefer to have them outside my store (light is needed for this option)

My preference would be (type, person, etc): _____

_____ I will arrange my own entertainment which will be _____

_____ I **do not** want a musician for Christmas Stroll

PAYMENT INFORMATION

Payment Total: _____

Check # _____ (Payable to the Sheridan County Chamber of Commerce)

Credit Card (Visa, MasterCard or Discover Only)

Number: _____ Exp: _____

Security Code: _____ Billing Address: _____

Please return to the Sheridan County Chamber of Commerce
171 N. Main PO Box 707 • Fax 307-672-7321 • Phone 307-672-2485