

2018 Christmas Stroll

Registration Packet

The 23rd Annual Stroll on Main Street will be held
Friday, November 23, 2018 — 4:00 to 8:00 p.m.



Kick off the official Christmas shopping season and get in the Christmas Spirit with our unique-to-Sheridan Christmas Stroll!

Each year, Christmas Stroll entices up to 3,000 shoppers to Sheridan. Our historic downtown is the hub of the Christmas Stroll event and activities, but businesses all over Sheridan participate by selling Stroll buttons and having a winning button number for folks to come in to check. We also have room at Grinnell Plaza if you would like to give hand outs 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) & a prize donation of at least a \$50 value.

- ◆ Participants will be listed as a Christmas Stroll Participant in all printed 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 **Friday, Oct. 26**.
- ◆ 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 buttons to sell in your store.

- ◆ **Please complete the registration form and send with your payment by Friday, Oct. 26, so we can reserve your buttons.**
- ◆ Delivery of the buttons will take place Friday, Nov. 2.
- ◆ You may start selling them immediately.
- ◆ If you decide later that you need to purchase more buttons, call the Chamber, and we will be happy to provide more depending on availability.

Proceeds from the event are used to purchase Christmas decorations and street enhancements in Sheridan.

How to Win More ways to win with "Get Caught Shopping!"

- ◆ 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 Friday, Nov. 23**.
- ◆ Button holders will compare the number on their button to the winning numbers on each poster.
- ◆ Please prominently display your poster inside your business 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. *We ask that you donate a prize for your button winner of at least a \$50 value.*
- ◆ Button holders have until Christmas Eve to match their button numbers to the number on the poster.
- ◆ Please get your winner's name and return their information to Teresa Detimore by email tdetimore@sheridanwyoingchamber.org or calling the Chamber office (672-2485). If you can take a picture with your winner, we'll post it on the Christmas Stroll Facebook page!

BUTTON HOLDERS CAN 'GET CAUGHT SHOPPING' LOCAL! Stroll Committee members will try to "catch" button wearers shopping in Stroll-participating businesses the four Saturdays immediately after Stroll. The lucky shoppers who get caught while wearing their buttons will receive Chamber Bucks if they are in a participating business. Participating businesses will be chosen at random each week and will be listed in the picture with the winners for the week. Encourage everyone to Get Caught Shopping this season!

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



2018 Lighting & Decorating Contest

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

Participation in the lighting and decorating contest is **free** to all businesses participating in Christmas Stroll.

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 worth over \$1,600 and second place prizes are media packages worth over \$700! With those excellent prizes, can you afford not to decorate?

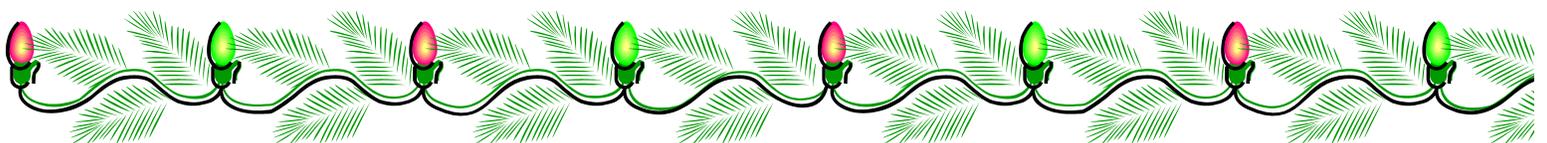
So, dust off those Christmas decorations and turn your business into a Christmas treat all on its own. The theme for this year is :

Light Up the Night

Anonymous judging will take place starting Christmas Stroll night and through Tuesday, Nov. 27. Winners will be notified at the end of 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.





23rd ANNUAL CHRISTMAS STROLL REGISTRATION FORM

DEADLINE FRIDAY, OCT. 26, 2018

PARTICIPATING BUSINESS: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

2018 CHRISTMAS STROLL PACKAGE

_____ \$125 Chamber Member (includes 5 buttons) _____ \$175 Non-Member (includes 5 buttons)

ADDITIONAL BUTTON ORDER

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

LIGHTING & DECORATING CONTEST (FREE to participate!)

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

PLEASE SELECT WHICH CATEGORY: ___ Indoor ___ Outdoor ___ Both

For those participating in the Indoor category, please list your business hours:

Sun: _____
Mon: _____
Tue: _____
Wed: _____
Thu: _____
Fri: _____
Sat: _____

MUSICIAN REQUEST

If you have an area in your store (8x8 or larger) and you would like to have a musician or musicians 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

Stroll Package: _____
Additional Button Order: _____

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**