



Hi All,

Please find the registration for our Holiday Open House & Small Business Saturday events below. This year we are encouraging participation by packaging these TWO events together for the low cost of \$30 for Members & \$40 for Non-Members. For Holiday Open Houses we are hosting a Holiday Shop Hop where shoppers will pick up Shop Hop cards and get them initialed as they shop around town for the chance to win 1 of 3 grand prizes. Holiday shopping doesn't get much better than this! Please note, we did move Holiday Open Houses up a week due to feedback we got at our initial meeting in 2020. We will continue on with Small Business Saturday and promote shopping local this holiday season with your favorite Waverly Merchants. Please see details for both events below. We hope to have great participation and show shoppers that Waverly has everything on your holiday shopping list! **The deadline for participation is Wednesday, October 28, 2020.**

**Holiday Open Houses | November 13<sup>th</sup> Weekend**

Holiday Open Houses will have a Shop Hop theme this year! Shoppers can kick off their holiday shopping and Shop Hop their way around town to enjoy specials, prizes, samples and more at participating Waverly merchants! We ask that all businesses get creative and offer a fun holiday promotion, feature new holiday items, offer prizes, samples or anything that screams the HOLIDAYS. Shoppers will be able to pick up their Shop Hop Card at any of the participating businesses and will need to get them initialed by at least 1/2 of the participating businesses before turning them in for their chance to WIN 1 of 3 grand prizes. We will create these cards and get them out to you prior to the event. Some ideas include: % off or promo for certain holiday gift item, guess the number of candy canes in a jar, holiday make and take activity, draw an ornament for your discount, feature an exclusive item that will be available for the 1<sup>st</sup> time that day, have holiday refreshments, free gift wrap, etc. Please fill out the form below and let us know what your Holiday Shop Hop promotion will be for Holiday Open Houses. We will do newspaper, print and social media advertising for this event. (Also, please note we do have some merchants that will be open on Sunday as well from 12-4pm.)

**Small Business Saturday | Saturday, November 28<sup>th</sup>**

Small Business Saturday is a huge day for holiday shopping. We will promote this event on social media and print materials like we have in the past. We also hope to have shop small goodies at our office and will award them to participating businesses to hand out to shoppers the day of the event. The week prior to the event we will have someone from the Chamber come around and take pictures of whatever you'd like featured for your business during Small Business Saturday. Feel free to list your promotion below if you already know what it's going to be. Please remember, your promotion doesn't have to be a sale, it can also be a specific item that's new for the season or a hot holiday gift item.

**Business:** \_\_\_\_\_

**Holiday Shop Hop Special Promotion:** \_\_\_\_\_

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**Small Business Saturday Promotion:** \_\_\_\_\_

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