



EVENT SIGN-UP

January - April 2010

We are off to an exciting New Year, with New Staff & a New Mitchell Street!

Place an 'X' mark next to the upcoming events you will participate in.

Your participation and support is very important to the success of each and every event.

Sign Up below, make a copy, & **return this form by March 5.**

- March In for Sidewalk Sales – March 12-13 'The Red Dot indicates participation!'**
 You'll receive a card stock RED DOT (unless you already have one) to be placed in your storefront window. Advertising: Street Banner, poster, handout, PR, website, social media & media group package participation. **Participation requires RED Dot placement, participation in a \$25+ in-store drawing and product sales incentives. Sign-up and you will be given an outline of event day specifics with a Red Dot.

- Easter Egg Unscramble & Jaycees City Park Egg Hunt – April 2-3 *Spring Break and Easter Weekend***
 You'll receive a large cardstock Easter Egg to be placed in your storefront window and a small egg with an unscramble letter to hide in your store. The phrase is dependent on the number of participating stores. The shoppers must find all of the egg letters and unscramble the message – 2 days = 2 phrases. Once they find the letter in your store, the shopper will enter their name in a drawing held on April 3 in your store. The Jaycees will do an egg hunt in the City Park on Saturday. Advertising: Poster, handout, PR, website, social media & media group package. **Participation requires an Egg placement, drawing participation and promotional support. Partner Organization: Jaycees. You will be given an outline of event day specifics with a large and two small Easter Eggs.

- Jaycees City Park Easter Egg Hunt participation– April 3 *Easter Weekend***
 The Jaycees would like your support in providing one (1) small certificate to stuff into the easter eggs for a prize from your store. By signing up you are agreeing to provide a certificate small enough to fold into a plastic egg. The certificate should be valid for at least 1 week of the event. You would need to mail this certificate to the DCA or drop it off to the DCA office at the Chamber by March 15.

Please check the appropriate box:

February 19 - Event Participation Deadline

- DCA Membership: no fee, included with paid membership
- Non Member Participation: ___\$25 March In Event ___ \$25 Easter Event (enclose payment)

*Business Name: _____ *Contact Name _____

Phone: _____ Mailing Address: _____

Email: _____ **info required for members. All non-* _____

Fax: _____ *members fill out in full.* _____

What is the best way to contact you? (check one): ___ phone ___ fax ___ e-mail ___ mail

Thank you for supporting commerce in Downtown Cadillac!

Mail this form back to the DCA , 222 Lake Street, Cadillac, MI 49601. DCA office: 231-775-9776, or Joy at 920-5189