



HOLLISTON BUSINESS ASSOCIATION

www.hollistonbusinessassociation.com

Dear Holliston Business Member / Friend:

You are cordially invited to participate in the **15th Annual Holiday Stroll** scheduled for **Saturday, November 26, 2016 from 11:00am - 6:00pm!!**

Our planning committee is bursting at the seams with ideas and plans for the most exciting stroll yet!

- ◆ Trolley rides ◆ Ice sculptures ◆ Candlelight procession ◆ Shopping at your favorite Holliston retailers ◆
- ◆ Raffle to win a fully decorated tree ◆ Tree lighting ◆ And much, much more! ◆

Local Holliston Businesses, including the Mill Building on Water Street, are hosting events to draw visitors to their locations. Two trolleys will operate in tandem to pick up and drop off people at centrally located stops, near businesses with events, Jordan Hall, and Upper Town Hall.

BRICK-n-MORTAR BUSINESSES:

In order to ensure safety for our businesses, patrons, and visitors, the following guidelines apply –

- ◆ Tables on sidewalks are to be in front of your business with items related to your business only
- ◆ Renting a table to another vendor is not permitted

JORDAN HALL: Reserved for non-brick-n-mortar retail businesses ONLY (See Room Use Contract for guidelines)

UPPER TOWN HALL: Reserved for entertainment (See Room Use Contract for guidelines)

RAFFLE (optional)

- ◆ Decorate a tree: Fake or real. Big or small. Themed or not.
 - ◆ Encourage visitors to purchase raffle tickets to win your tree.
 - ◆ Tickets available for purchase at Jordan Hall, The Grapevine, and Fiske's.
 - ◆ Set up a container next to your tree for visitors to deposit tickets.
 - ◆ Choose a raffle winner at the end of the event!
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PROMO MATERIALS

Registering on time means your business will be featured in the print and web marketing materials:

- ◆ large poster-sized maps hung in downtown business
- ◆ 8.5x14 tri-fold passports handed out to everyone
- ◆ Local Town Pages feature newspaper article about the stroll
- ◆ Special activities, entertainment, and map featured on hollistonbusinessassociation.com

Registration must be received by August 31, 2016 in order to be included in promo materials.

**Jordan Hall registrations will be processed on a first-come, first-serve basis.
A spot is not guaranteed until the registration form and payment have been received.
*If your registration is received after the Hall is full, you will be placed on a wait-list.***

STROLL PARTICIPATION

Participation includes:

- ◆ Business listing in all marketing and promotional materials
(completed registration form and payment must be received by August 31, 2016)
- ◆ 6 ft space in Jordan Hall
(non-brick-n-mortar businesses)

COSTS:

\$35.00 – current 2016-2017 HBA members
\$50.00 – non-HBA members

SPONSORSHIP OPPORTUNITIES

Sponsorship includes:

- ◆ additional signage with business logo located at the event
- ◆ featured on marketing materials

COSTS:

(4) \$350.00 – Trolley
(this can be split amongst businesses)
(2) \$350.00 – Candlelight Procession
(2) \$350.00 – Caricatures
(3) \$250.00 – Entertainers
(4) \$100.00 – Tree lighting

There are only a few months till the BIG event...

- ◆ **PLAN YOUR ACTIVITIES** at the Stroll to make it the best event of the season!!
- ◆ **TALK TO YOUR BUSINESS NEIGHBORS** about joint events (magicians, musicians, entertainers, bouncy houses, etc.)
- ◆ **SEND YOUR REGISTRATION** in no later than August 31, 2016
- ◆ **INVITE FAMILY AND FRIENDS** to save the date: **SATURDAY, NOVEMBER 26!**

Join the Holliston business community in bringing holiday cheer to the whole town with this safe, fun event!

Questions or comments? Contact:

Diane Marrazzo ◆ thegrapevineholliston@verizon.net ◆ 978-758-7776

Kristen Hafford ◆ kris@e-mcs.com ◆ 508-429-3210

We're looking forward to another INCREDIBLE Holiday Stroll!

Holliston Business Association Stroll Committee



Please complete the following information:

Business Name: _____

Contact Name: _____

Contact Address: _____

Contact phone: _____

Contact email: _____

Select one:

PARTICIPATION COST: \$35.00 HBA member ♦ \$50.00 non-HBA member

Brick-n-Mortar business

Jordan Hall Space Reservation (submit attached "Room Use Contract")

Please answer each of the following questions:

1. Are you planning a special activity during the stroll? Yes No

If yes, what are the hours of your activity (ex. 12pm – 2pm)? _____

Please explain the details of your activity: _____

2. Are you planning to contribute a decorated tree for the raffle? Yes No

3. Are you interested being a sponsor? Yes No

If yes, please indicate which of the following you wish to sponsor: (check all that apply)

Trolley **\$350**

Candlelight Procession **\$350**

Caricatures **\$350**

Entertainers **\$250**

Tree lighting **\$100**

Make check payable to:

HOLLISTON BUSINESS ASSOCIATION

Memo: Holiday Stroll 2016

_____ Participation Cost

_____ Sponsorship Cost

_____ **TOTAL ENCLOSED**

Deliver registration form and payment to:

Kristen Hafford ♦ E-Motion Computer Services, Inc. ♦ 356 Woodland St. ♦ Holliston, MA 01746
or drop off to John at Fiske's General Store

ROOM USE CONTRACT for Jordan Hall Vendors

Saturday, November 26, 2016 ♦ Jordan Hall ♦ OPEN TO THE PUBLIC 11:00am–5:00pm

Holliston Business Association, (HBA) has rented Jordan Hall for the use of vendors that want to participate in the stroll. The HBA is responsible for the use of the room. Throughout the event, please help us take care of the facility and leave it in good order, without damage.

Please read and sign this contract and include it with the Registration Form and payment.

Room use regulations:

- Nuts and products containing nuts are not allowed in the Congregational Church, Jordan Hall, or Upper Town Hall.
- Traditional open-flame candles are not permitted. Please use battery operated candles.
- Each vendor has a 6ft wide area allocated for the business. Tables are not included.
- You may bring a table, but it must fit within the allotted 6ft space.
- Decorations, displays, items for sale are encouraged and welcomed.
- The walls may not be used for any part of the display. Do not affix anything to walls. This includes tape or any other temporary adhesive.
- Chairs will be provided.

SET UP: Jordan Hall **opens at 9:00am** to set up your area.

CLEAN UP: Sweep/vacuum floor, as needed. Collect trash. Remove all leftover items. Bring cleaning materials, trash bags, and paper towels, if necessary.

ELECTRICITY: Bring extension cords if you need electricity. There are a few outlets in the hall but you must bring your own cord if you need power for your table.

By signing this form, I agree to abide by all regulations for the duration of the Holliston Holiday Stroll on Saturday, November 26, 2016.

Business Name: _____

Contact Name: _____

Email: _____

What do you plan to have at your area?

Do you need electricity? Yes I'll bring extension cords No I do not need power

.....
Print Name _____

Signature

Date

FINAL NOTE TO VENDORS AND ORGANIZATIONS: In order to have a successful day for all involved, we ask that you only sell or promote the items or services approved by the Hall Coordinator. We want to avoid vendors competing with each other for similar items. If you have any questions regarding this policy, or want to know what you can sell, please contact Stacey Raffi, Jordan Hall. By email staceymraffi@gmail.com By phone: 508-494-8783