

UNION STREET & ADJACENT FILLMORE STREET HOLIDAY PROGRAM

How can our business get involved during the Holidays on Union Street?

LIGHT UP BUILDINGS & TREES/DECORATE WINDOWS

Lights up no later than November 19

Union St. won the Best Lit Street in SF 2 years in a row! Let's do it again!

Huge draw for customers if the whole street participates! ~ White lights for best overall effect!

Lighting assistance available- see reverse

Holiday Shoppers love Union Street's window décor! Creative windows attract holiday shoppers!

Try to beat Jest Jewels' holiday lights and windows! Winner gets prize!



FANTASY OF LIGHTS SAT, DEC 2, 3-7 PM

Street Entertainment in each block! Sponsor an Activity!

Pony Rides, Horse Drawn Carriage, Face painting, Ornament Decorating, Costumed Characters & more!

Santa arrives at 5:30 pm at the Cudworth Mansion 2040 Union St ~ Benefit for the SF Fire Fighters Toy Program

Followed by Merchant Open House/Evening Shopping!



THE GREAT UNION STREET ELF HUNT

For the 4th year we will place a toy Elf at participating merchants for one week to drive customers into your business!

Customers will receive a map of participating merchants and fill in the elf name at each location. Completed maps are collected and winners are selected to receive prizes donated by merchants!

The Elf Hunt will run from December 2nd through the 10th ~ What will you name your Elf??? Deadline 11/20

ADVERTISING AND PROMOTION

Marina Times Nov/Dec Issues, SF Chronicle, Publicist, Press releases, website postings, posters, and social media!

SPONSORS WILL BE ON POSTER AND IN SELECTED ADS ~ Deadline 11/10

PERSONALIZED FACEBOOK BLASTS- if you become an event sponsor, we will blast out a deal/event of your choice to over 5,000 of Union Street's followers on Facebook!

MERCHANT OPEN HOUSE/EVENING SHOPPING

Stay open late on Fridays and Saturdays through December!

Host special events, offer refreshments, or get creative! Tell us and we will share on social media!



VALIDATED PARKING

Encourages customers to come shop by offering free parking

Contact Wells Fargo Garage 415-434-4400 & Union St Garage 415-673-5728



Please Fill out this application and make all Checks Payable to: THE UNION STREET ASSOCIATION.

Mail to: Steven Restivo Event Services, llc, P.O Box 151017 ~ San Rafael, CA. 94915

Ph: 415-456-6455 ~ Fax: 415-456-6436 ~ Steven@SRESproductions.com

2017 FANTASY OF LIGHTS MERCHANT APPLICATION

Select ways you would like to participate in the Union Street Holiday Activities on December 2nd! All participating Business will be listed on the website and press release!

Select 3 or more ways to participate & **LOGO** included on the Posters, websites & Ads (print deadline 11/10).

- SPONSOR A BIG HOLIDAY ACTIVITY** on 12/2 & SRES will coordinate the activity and make a sign noting your store sponsored it = \$500 (\$400 for USA members). Logo will be included at all media. Select One (first come, first served):
 - Carriage Rides
 - The Santa Sit Event Tented Area
 - All of the Pony Rides
- SPONSOR A SMALL HOLIDAY ACTIVITY** on 12/2 & SRES will coordinate the activity and make a sign noting your store sponsored it = \$150 (\$125 for USA members)
Select One (first come, first served):
 - Costume Character – Frosty, Rudolph, Toy Soldier, Elf
 - A Single Pony Ride
 - Balloon Artist
 - Face painter
 - Saxophonist
 - Ornament Decorating
 - Letters to Santa (already sponsored by Jest Jewels)
 - Other Free Activity we will be doing for the attendees on 12/2 from 3-7 (no charge):_____
- ELF HUNT** - We will give you toy elf to display for a week and your store will be included on map (deadline 11/20) = \$80 (\$60 for USA Members)
 - ELF NAME:**_____
- FACEBOOK DEAL/AD/ACTIVITY ANNOUNCEMENT** of your choice to be sent out to over 5,000 Facebook followers = \$150 (\$125 for USA members)
- BUSINESS CARDS/COUPONS** placed at Santa & Activity Tent to be handed out to attendees = \$150 (\$125 for USA members)
- Set up a **TABLE** near the Santa & Activity Tent to promote business to event attendees = \$1,000 (\$500 for USA members)
- ALL OF THE ABOVE** = \$3,000 (\$2,500 for USA Members)

OTHER HOLIDAY WAYS TO PARTICIPATE (these participants not listed on website)

- Other **DONATION** Amount = _____
- DONATE GIFT OR CARD** as prizes for the ELF HUNT winners
- Decorating my store with **WHITE LIGHTS**- Prize awarded to best lit building!
 - Contact **Bradford with Christmas Light Pros** to put your lights up!
650-575-8861 ~ brad@thechrismlightpros.com
- DECORATING MY WINDOW** - See if you can beat Jest Jewels! Prize given!
- DONATE TOYS** to the SF Firefighters program
- STAY OPEN LATE FRI & SAT** through Christmas
- OFFER VALIDATED PARKING** for customers
- I am a **MEMBER** of the Union Street Association

BUSINESS _____ CONTACT _____

ADDRESS _____ PHONE _____ EMAIL _____

WEBSITE _____ AMOUNT ENCLOSED _____

Check# _____ Credit Card #(4% cc processing fee) _____ Exp Date _____

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