

★ SMALL BUSINESS SATURDAY® ★

NOV 24

# DOWNTOWN SANTA BARBARA

YOU'LL ♥ OUR  
DOWNTOWN BUSINESSES



Please join Small Business Saturday Neighborhood Champion, Downtown Santa Barbara, for **Small Business Saturday on November 24th, 2018**. Participation is **FREE** for Downtown Santa Barbara members in good standing.

**Welcome Station:** This year, Downtown Santa Barbara is hosting a **Welcome Station** for shoppers, located in the **Storke Placita** (between Blenders and Super Cuts) between **10:00 am and 4:00 pm**. Each downtown block will host a **Block Tent** with table space to display marketing material, fliers, menus, coupons, business cards and promotions for every business grouped by block. The event will also include holiday music and games including Downtown Trivia, **DS Bingo**, Prize Wheel, and Cornhole. Prize donations, giveaways, and gift certificates from local businesses for the game winners are welcome. Representatives from the Downtown businesses are also invited to stand by their block tent to greet shoppers.

**Restaurants:** Calling all Restaurants! For the first year ever, we are celebrating Small Business Saturday with “**Sampling State.**” Downtown restaurants are encouraged to offer lunchtime samples of your food in your doorway to entice customers (starting at 11:00 am).

**Marshalls Patio:** The Holiday Horns are back! Returning for the 5<sup>th</sup> year in a row, the Holiday Horns perform from 12:00 pm to 2:00 pm on Marshalls Patio. They will be accompanied by a giftwrap station with all proceeds donated to **People Self-Help Housing**.



DOWNTOWN  
SANTA BARBARA

*To participate, fill out and return this form by November 16<sup>th</sup> and get ready for Small Business Saturday on November 24<sup>th</sup>!*

**Downtown Santa Barbara will:**

- Set up the Welcome Station Event and provide Block Tent table space at Storke Placita for your marketing material.
- Include your participation on social media, news release, other marketing tools - #ShopSmall - #SmallBizSat - #DowntownSB
- Create a Small Business Saturday landing page on our website, including your business name, website link, address, phone #, and promotion.
- Encourage shoppers to participate in games about and around Downtown.
- Deliver Small Business Saturday Balloons

\_\_\_\_\_ **YES!** I would like to participate in Small Business Saturday

\_\_\_\_\_ **YES!** I would like to participate in "Sampling State"

\_\_\_\_\_ **YES!** I would like to participate by providing marketing material

\_\_\_\_\_ **YES!** I am offering an instore value-added promotion: \_\_\_\_\_

\_\_\_\_\_ **YES!** I would like to participate in *DSBingo*

\_\_\_\_\_ **YES!** I would like to participate in Downtown Trivia: \_\_\_\_\_

\_\_\_\_\_ **YES!** I would like to donate game prizes: \_\_\_\_\_

**PLEASE COMPLETE THE FOLLOWING INFORMATION by FRIDAY, NOVEMBER 9th:**

Name of Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website URL: \_\_\_\_\_



Email or drop off this form to:  
Downtown Santa Barbara  
27-B East De la Guerra Street

For additional information please contact  
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