



A locally-funded nonprofit organization created to foster an economically vibrant Downtown Vacaville

313 Parker Street, Vacaville, CA 95688
707-451-2100 www.DowntownVacaville.com

CALL FOR PARTICIPATION: SMALL BUSINESS SATURDAY 11/30



Holiday shopping season is here! We're inviting everyone to #ShopSmall on **November 30th** in Downtown Vacaville for #SmallBusinessSaturday! The day will include merchant holiday open houses, in-store offers, raffles, pictures with Santa and holiday cheer. Shopper will check-in with us at our Welcome Station in Town Square to pick up the OFFICIAL #ShopSmall Tote Bag stuffed with coupons, swag and holiday offers!

We've planned a **multi-platform marketing campaign** to invite the community to shop, including:

- Full color ads in Your Town Monthly.
- Boosted social media advertising.
- Newsletter blasts and mentions on DowntownVacaville.com.
- Printed and online Event Map with list of participating businesses.

HOW TO GET YOUR BUSINESS INVOLVED:

REGISTER as a PARTICIPATING LOCATION: Plan on opening your shop from 11-3PM. Host an open house, offer discounts, plan a fun day of raffles, offer snacks or light refreshments. **LET US KNOW** if you plan to be open that day so we can list you on the official #SmallBusinessSaturday Map, Facebook event, DowntownVacaville.com and get you some Shop Small swag! **There's no fee to participate.**

MARKETING OPPORTUNITY: To help showcase your holiday specials, we can include a piece of your marketing material in 100 Shop Local bags, to be distributed in Town Square on Small Business Saturday. We must receive your materials by Friday, November 22nd. **Insert Fee is \$25.**

PARTICIPATING LOCATION / BAG INSERT FORM

Business Name: _____

Location: _____

Contact Name: _____ Phone: _____

Email: _____

Yes! My Business would like to: BE A PARTICIPATING LOCATION FREE

INSERT PROMO MATERIAL: SHOP LOCAL BAG \$25

We will offer the following special "Small Business Saturday" activities / promotions:

RETURN THIS FORM via email to info@DowntownVacaville.com or in Person at 313 Parker Street, M-F 9AM-6PM. Make Check payable to [DVBID](#) or call 707-451-2100 to pay with your credit card. Pay online here: <https://downtownvacaville.square.site/product/small-biz-saturday-tote-bag-insert/31?cs=true>

Deadline to register as a Participating Location: Friday, November 15th

Call Brooke or Aisha @ 707-451-2100 or email info@DowntownVacaville.com for more information!