



12 SMALL BUSINESS DAYS BEFORE LIGHT UP THE BOULEVARD



Chamber of Commerce

The Grand Island Chamber of Commerce Light Up the Boulevard on November 19th is a kickoff for national Small Business Saturday, November 26, 2016. For the 12 days leading up to the main event of the Light Up the Boulevard Parade and Festival, we have a new plan of spotlighting local small businesses before and at this year's event. In order to do this, we are seeking small business owners to partner with us beginning November 8th through the 19th. One or two businesses each day will have an assigned date and time for local shoppers to come in, see what you have to offer, and get their Light Up VIP punch card stamped towards an end prize.

What your business will get out of being a part of this event is exposure through the Chamber web page and social media outlets, logo on our VIP Punch Card, and community awareness about your business through our #GILightUp giveaway.

When you choose to partner up with us here is what is expected of your business

- 1) Sponsor the Light Up the Boulevard Parade & Festival (see attached sponsor sheet) and/or Donate a \$25 gift card for one of our #GILightUp giveaways through the 12 days of the Light Up event.
- 2) Be one of the Small Business to participate in the 12 days before Light Up by scheduling your business as a "punch card" stop, give away something or have a family friendly activity and offer discounted pricing on one or more of your products. Have someone available to punch the VIP punch card.
- 3) If your business does not have product to offer, you might consider asking someone with a home business to use your business to set up their "shop" for the day (for example, a Tupperware or candle business with on-site sales during your VIP punch card stamping hours).

Help the Chamber of Commerce help your business grow!

BUSINESS NAME: _____

ADDRESS: _____

TELEPHONE NO.: _____ **CONTACT PERSON:** _____

WHAT YOU ARE OFFERING: _____

COST: _____

Light Up the Boulevard

The 5th Annual Light Up the Boulevard Electric Parade & Festival will be held on Saturday, November 19, 2016, from 2 - 8 PM. Now is your chance to show your support and show off your business to the Grand Island community. Here are some of the places your business name will be seen if you decide to become a sponsor.

Sponsors will be acknowledged in Chamber flyers, newsletters, website, and press releases until the date of the event and in post event articles.

☐ Platinum Sponsor - \$1,000

- A plaque presented in appreciation of your support.
- Photo op will be arranged with chamber officials to announce your sponsorship.
- You will receive top billing in our flyers, newsletter, website, ads, posters and press releases.
- Sponsor picture on the 'Light Up the Boulevard' page in Chamber Community Directory, website & Social media.
- Option of having a Vendor booth

☐ Gold Sponsor - \$500

- A Certificate presented.
- Photo op will be arranged with chamber officials to announce your sponsorship.
- You will receive prominent billing in our flyers, newsletter, website, ads, posters and press releases.
- Sponsor picture on the 'Light Up the Boulevard' page in Chamber Community Directory, website & Social media.
- Option of having a Vendor booth

☐ Silver Sponsor - \$250

- A group Photo-op will be arranged with chamber officials to announce your sponsorship.
- Sponsor picture on the 'Light Up the Boulevard' page in Chamber Community Directory, website & Social media.
- Option of having a Vendor booth

☐ Bronze Sponsor - \$125

- An announcement of your sponsorship
- Sponsor logo on the 'Light Up the Boulevard' page in Chamber Community Directory, website & Social media.

Please check one box, sign below, and return with check payable to:
Grand Island Chamber of Commerce, 1870 Whitehaven Road, Grand Island NY 14072
We also accept Master, Visa, Discover & American Express.

Check # _____ Credit Card # _____ Exp. Date _____

Amount Enclosed \$ _____ Signature: _____

Business Name: _____

E-mail Address: _____