

Clarktoberfest Participation Survey

Business Name: _____

Contact Person: _____

Address (including zip): _____

Phone: _____

Fax: _____

Email _____

(Email addresses will keep postage costs down so that more money can be invested in promotions.)

Please check the program(s) in which you would like to participate and fax to 847/679.6291 or email the information to Melissa@BigBuzzIdeaGroup.com. Completed forms must be returned on/by September 25th to guarantee inclusion in Clarktoberfest plans.

_____ Sidewalk Sale - By having a presence directly on the sidewalk in front of your business, your store will grab attention and shoppers will learn more about the merchandise you offer. This provides businesses a great opportunity to "clear out" end-of-season merchandise while promoting your retail business and encouraging shoppers to come inside for additional merchandise.

_____ Refreshments - Our outdoor shopping event will certainly build up some appetites! If you are a restaurant or store that offers food items of any type and would like to sell refreshments or offer samples in front of your establishment, we would encourage you to do so. We are particularly interested in some seasonal fun too, such as caramel apple making, cider, hot chocolate, etc.

_____ Coupons - A coupon booklet will be distributed to Clark Street businesses and made available on the Clark Street SSA website. If you would like to offer a discount or promotional coupon for the weekend of the event, please let us know so that we can contact you with additional details.

_____ Advertising and Promotional Materials - Ads will be placed in a variety of publications and on CTA buses to promote *Clarktoberfest* and maximize exposure for our participants. If you would be willing to hang a poster in your store or receive postcards to distribute, please let us know so we can schedule a delivery.

_____ Clark Street Logo - The logo will be officially unveiled during *Clarktoberfest* and is available in multiple formats for use in your publications and advertising. Using the logo helps promote the entire area and increases revenue for everyone.

_____ Pet-Friendly Components – To make this event fun for the whole family, we are working to include some pet friendly activities. If you plan to have pet friendly offerings let us know so it can be included in a special portion of our coupon booklet.

Other Ideas/Suggestions: _____

In addition to any ideas listed here, we hope that Clark Street businesses will work in conjunction with one another to make your business and your block outstanding in a fun and festive way.