



Light Up Alexandria 2021

Wednesday, Dec. 1st to Saturday, Dec. 4th

**Uniting Alexandria Businesses and
Community to Share in the Holiday Spirit**

Light Up Alexandria is held the first Thursday through Saturday in December. This is an event for local businesses to showcase their goods and services to the community. We ask the community to visit your business and get to know you better or perhaps find you for the first time. You will then put a stamp on their game board for them to earn a chance for prizes at the closing on Saturday.

Business Participation Details:

- Participation fee of \$100 for advertising and printing due with registration.
- A minimum gift card/certificate of \$50 from your business to be added to the Grand Prize.
- A door prizes donation of no less than \$25 for the door prizes.
- Additional advertising in Town Money Saver is available to any participating business at a special rate of \$100 off a ¼ page ad. The normal rate is \$200 for the ¼ page ad. This is a great opportunity to inform the community of your business details, hours, and plans for the event or coupon.
- **DEADLINE TO PARTICIPATE IN THE EVENT AND ADVERTISING IN TMS IS NOVEMBER 1st.**

Community Participation Details:

- Community participants will bring their completed game board to “The Honey Hole” on Saturday by 5:30 to be eligible to win the prizes donated by the local businesses.
- Drawing is at 6:00 and will be broadcasted on Light Up Alexandria’s Facebook page LIVE. You are welcome to join us for that.

Reach out to me if you have any questions or to return your registration form. We look forward to your participation! _____



Business Participation Registration

Business Name _____ **Phone Number** _____

☐ **Storefront address** _____

Hours of Operation Thursday _____ Friday _____ Saturday _____

Will someone be available to greet visitors during these times? _____

Can you host another business at your storefront? (Business with no physical storefront)

OR

☐ **Are you a business with no physical storefront? Do you need a location to set up your business for this event?**

If yes, we will coordinate a location based on availability of you and the business location you set up at. Would you prefer setting up Thursday – Saturday or Saturday only?

Contact Information

Name _____ **Phone Number** _____

Email _____

(Please provide an email address that is checked frequently for updates)

Collected:

☐ **Fee** _____ ☐ **Grand Prize** _____ ☐ **Door Prize** _____

Are you interested in coming to future LUA planning meetings?
