



The holiday season is quickly approaching! Below you will find dates and information regarding our upcoming holiday events. This year we are providing everything upfront to allow you to plan better in advance which helps us promote these events sooner. We invite you to participate in as many events as possible to show community members and visitors that New Hampton has everything on their holiday shopping list this year!

Please remember, your promotions during these events do not need to be traditional sales. You can feature a specific new item or service for the season, spotlight a hot holiday gift item that will catch the eye of shoppers, or encourage gift certificates for those that are hard to buy for. Let's work together to make this holiday season memorable and successful for everyone in our community. We look forward to your participation!

Holiday Punch Cards | Saturday, November 2nd - Wednesday, December 25th

The Holiday Prize Giveaway helps promote the importance of shopping locally. Last year we were able to give away over \$5,500 in prizes, gift cards and bonus bucks during the holiday season thanks to generous sponsors like you! Over 8 weeks we had approximately 16,500 completed punch cards entered into the drawing. One entered card equals \$100 dollars spent locally which means over 1.65 million dollars were spent local during the holiday season!

If you would like to help sponsor this important program, you can do so in one of four ways:

1. Purchase/provide \$75 worth of certificates/gift cards from local businesses to be used in the prize packets. Donate \$75 cash to be put towards bonus bucks.
2. Become a Premium Sponsor by donating \$150 in gift cards or \$100 in cash.

Each sponsor will receive a sponsor sign that informs shoppers or customers that you are a sponsor and can get their punch cards punched at your location (*if applicable*). A list of sponsors will be included in each prize envelope given to winners as well as regularly shared in Holiday Punch Card promotions.

Holiday Open House | Saturday, November 2nd

Kicking off the Christmas shopping season, this weekend offers shoppers a peak at new Holiday items, participate in various activities and enjoy specials throughout the day. The annual Maker's Market & Canedo Vendor Show draw in visitors and vendors from all over. Our goal with this event is to help highlight all the incredible gift options and services New Hampton has to offer while providing a morning full of fun activities. Consider participating with a hands on activity, promotion or refreshments!

Holiday Wish Lists | Beginning Saturday, November 2nd

A new offering to make it easy to shop for friends or loved ones! Customers will fill out a wish list and you will keep on file. These will be provided by the Chamber before Holiday Open House and can be utilized throughout the Holiday Season.

Small Business Saturday | Saturday, November 30th

A day spent celebrating local retail and shopping small while showcasing the amazing local businesses we have and the importance of supporting small. Goody bags will be handed out to the first 75 shoppers with items from local business. Consider participating in this event by providing 75 items or coupons to place inside the goody bags. Items must be delivered to the Chamber office no later than Tuesday, November 26th. Participating businesses & store hours will be included on a handout to shoppers all morning.

More fun events continued on the next page!



Light Parade & Holiday Live Windows | Thursday, December 5

A longtime tradition in New Hampton where downtown businesses transform storefront windows into live Christmas scenes. Strolling characters, warm up stations and carriage rides are sure to make this local shopping event a must see. Santa & Mrs. Clause even travel from the North Pole to join us for pictures and fun. Last year we added a Light Parade, a fun new addition to this event, and had a huge turnout for the evening! Whether you are located on Main Street or not, consider participating with a Live Window display or have an entry in our light parade on this fun evening!

Holiday Hustle for Him | Thursday, December 12

A new addition this year for the guys! The perfect event for those that are finishing their Christmas shopping list or for those that haven't even started. 😊 Join our local bars and area retailers for a fun night of last minute shopping. Consider offering wish lists in advance of this event, gift bundles or baskets for easy selection or promotion of several popular items that ladies might love! More details to come!

Help us plan for these events by completing the information below ASAP!

Business Name: _____

Holiday Punch Card Prize Giveaway: ____ I will be a sponsor & punch cards ____ I will be a sponsor but I am not interested in punching cards at my business

Holiday Punch Card Sponsorship Deadline: October 18th

Holiday Open House: ____ I will participate with a promotion ____ I will host an activity or refreshments: _____

Holiday Open House Deadline: October 18th

Holiday Wish Lists: ____ I would like to offer wish lists

Holiday Wish List Deadline: November 8th

Small Business Saturday: ____ I will provide 75 items for goody bags ____ I will participate with a promotion ____ I will host an activity or refreshments: _____

Small Business Saturday Deadline: November 8th

Holiday Live Windows & Light Parade: ____ I will have a Live Window Display
____ I will have a Light Parade Entry

Live Windows & Light Parade Deadline: November 15th

Holiday Hustle for Him: ____ I will participate with a promotion ____ I will have an activity or gift bundle (*for purchase*) to offer: _____

Holiday Hustle for Him Deadline: November 15th

