



## Be part of Hillcrest's holiday promotions

Thursday 12/14/23 // 4pm to 9pm

Join Fabulous Hillcrest as we serve up this festive sip and shop event for the holidays! Guests take in

Hillcrest's festive holiday decorations while embarking on a self-guided tour filled with delicious drinks, captivating eats, and fabulous local shopping!

How it works: Participating Hillcrest retailers will offer festive holiday martinis (mini-cocktails) and shopping opportunities to their customers. Restaurants provide sample sized bites to shoppers. HBA will provide the cocktail, bar, glasses, and a bartender to retailers. All you have to do is be ready to sell! HBA will promote the event widely.

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### Sign up today:

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BEST CONTACT PHONE: \_\_\_\_\_

BUSINESS WEBSITE: \_\_\_\_\_

INSTAGRAM: \_\_\_\_\_

SELECT ONE:

- I AM A RETAILER AND AGREE TO PAY \$250 AND RECEIVE A TEMPORARY ABC LICENSE, A SPECIALTY COCKTAIL RECIPE, A BARTENDER AND PROMOTIONAL MATERIALS. PAYMENT AND APPLICATION DUE NO LATER THAN NOVEMBER 26TH.
- I AM A RESTAURANT AND AGREE TO SPONSOR A RETAIL LOCATION WITH A SERVER AND BAR SUPPLIES. I ALSO AGREE TO PROVIDE 750 SAMPLES THE EVENING OF THE EVENT.

DESCRIPTION OF SPECIALTY SAMPLE TO BE SERVED: \_\_\_\_\_

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(\*Failure to meet the requirements of this agreement may lead to revoked participation on the day of the event )

YES I WOULD LIKE TO PARTICIPATE IN ANY MEDIA OPPORTUNITIES FOR TASTE N TINIS ie. RADIO ADVERTISEMENT, COOPERATIVE ADS AND TV SPOTS (THIS IS A FIRST COME FIRST SERVE BASIS).

SIGNATURE OF MANAGER/OWNER: \_\_\_\_\_ Date: \_\_\_\_\_.

Please email this application form to the Hillcrest Business Association at [natalie@HillcrestBia.org](mailto:natalie@HillcrestBia.org).