



PROMOTE YOUR BUSINESS & HILLCREST THIS SEASON

Invite new customers to SHOP Hillcrest for the Holidays this year by participating in our Holiday Promotion! When customers Shop Hillcrest for the holidays they'll get rewarded – the more they shop, the more chances they have to win a Fabulous Hillcrest shopping spree valid for 2023 and beyond. When you participate, you help your business and Hillcrest. It's simple!

HOW IT WORKS!

1. As soon as possible -- fill out the second page of this document and follow the instructions.
2. Donate gift certificates from your business that will (along with dozens of other Hillcrest businesses) make up the Hillcrest shopping spree. A typical donation includes one \$100 gift certificate and two \$25 gift certificates (but please give as much or as little as you can).
3. Soon after you've signed up – ON THE WEEK OF NOVEMBER 20th, we'll visit your store with a promotional package which will include informational items and:
 - Your "Shop Here" poster
 - 200+ Shop Hillcrest raffle tickets
 - An additional 200 gift bags will be dispersed among all participating businesses to hand out to guests as a perk. These gift bags will be yours to fill and disperse as you wish.
4. From November 25 to December 24 give away your Shop Hillcrest raffle tickets at your discretion (we suggest 1 ticket per customer who spends over "x" amount). After the 26th, feel free to give away your additional gift bags.
5. We'll direct customers to your business by campaigning San Diego to "Shop Hillcrest for the Holidays":
 - with over 72 large street light banners throughout Hillcrest
 - through local news media and designated Hillcrest pages in print publications
 - through all online networking sites and media partners
 - alongside all media and promotions coverage associated with "Taste'n'Tinis" (a Holiday celebration of retail shopping, martini sipping and free restaurant tastes on Thursday, December 14).

6. Your business and logo will be listed on our website and your business name will be listed in all major promotional posters distributed throughout Hillcrest.
7. We'll pick up your raffle tickets after the holiday season or you can drop them off at our office.
8. The raffle winner will be drawn and the winner will be announced via Instagram and Facebook. Your business will be featured in the paper if the winning raffle was submitted in your business.

PLEASE NOTE: We appreciate you tagging and promoting SHOP Hillcrest for the Holidays on your social networking sites and email communications. We will send you a promo-kit electronically!

PARTICIPATION FORM

If you are interested in participating in SHOP Hillcrest for the Holidays, please fill out this form and e-mail it back with your logo to info@hillcrestbia.org.

We will contact you with your promotional materials, including raffle tickets, signage, and boutique bags the week of November 20th.

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Business Name: _____

Contact Name: _____

Address: _____

Best PHONE number to reach you: _____

E-mail: _____

Best time of day to reach you: _____

Description of gift certificates being donated: _____

Check the offer options below:

Yes, if news media opportunities arise for "SHOP Hillcrest for the Holidays" I want to be considered as a guest on camera (First come first serve basis)!

Yes, please have media representatives contact me about participating in the cooperative Hillcrest page for "SHOP Hillcrest for the Holidays"