



302 E. Main
Collinsville, IL 62234

October, 2011

Dear Collinsville Merchant,

Planning is now underway for Downtown Collinsville Inc.'s Annual Holiday Business Open House. This year's event will be held on Historic Main Street, on Saturday, November 19 from 9am - 4pm. The event will kick off with the Toys for Tots parade at 10am, sponsored by the Collinsville Marine Corps League & the American Legion, and follow with numerous specials, discounts, and sales.

As a local business owner we invite to you participate in the Business Open House, an event to encourage residents and visitors to shop our Main Street Businesses. This year's event will feature a ***Shop Uptown Holiday Challenge*** whereby shoppers can be entered to win a shopping spree. Entries are obtained by visiting participating businesses, taking a picture or video of the experience, and posting it to Facebook.com/Collinsville Main Street to be automatically entered in drawing. Or, individual tickets can be purchased at participating locations for \$1 each.

One \$500 spree and five \$100 sprees will be awarded (based on participation). Game play begins Nov 19 and commences on Dec 2 with the drawing at the Christmas in Collinsville Tree Lighting Ceremony on Fri, Dec 2 at 6pm. Need not be present to win. Spree must be redeemed at a participating store (winner's choice) by December 31, 2011. Sprees hold no cash value, no change given. This year we will not have a scavenger hunt game or game cards. You will not need stickers/game pieces.

The fee to be a participating merchant is \$100.00. The deadline to sign up is November 5. Event packets will be delivered to participating merchants the week of November 7. To participate in the Business Open House or to inquire about newspaper advertisements for the event please contact Katie Heaton, Event Chairman. Forms and fee may be dropped off at Office Plus, 302 E. Main.

Please note:

- **All merchants keep the proceeds of their ticket sales.** (This gives you the opportunity to recoup the \$100 participation fee or you may choose to give them to your favorite patrons and encourage them to shop at your store if they win!) 100 tickets per merchant in packet. Additional tickets \$1.00 each (if needed).
- Merchants will be listed on the back of the Shopping Spree Certificates.
- Merchants will receive display signs and tickets to offer for the Shopping Spree.
- Certificates, if redeemed at your store, must be presented to DCI with copy of the sales receipt to receive cash value of Shopping Spree. Please see Sandy Grafe at Office Plus for redemption (345-8666).
- Event and participating merchants will be promoted on Downtown Collinsville, Inc., Collinsville NOW, City of Collinsville and Uptown Collinsville websites, Facebook, fliers, and other marketing materials.

Thank you in advance for participating in this year's Holiday Business Open House and supporting the Collinsville small business community! Shop local – buy local this holiday season.

Katie Heaton
President, Collinsville Main Street Community Association
(618) 616-7616