



**SIGN UP FORM FOR BUSINESS OPEN HOUSE & SHOP UPTOWN HOLIDAY CHALLENGE**

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Specials offered on November 19, 2011 are: (Please be specific)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Attach a participation fee of \$100. Make Checks out to CMSCA  
Drop off at the Chamber of Commerce, 221 West Main, Collinsville or Office Plus, 302 E. Main  
Deadline is November 5, 2011. Packets will be distributed after November 7.

Please Note:

- Merchants will receive 100 tickets for the shopping spree.
- All merchants keep the proceeds of their tickets sale. This gives you the opportunity to recoup the \$100 participation fee. OR you may choose to give the tickets away. Limit 100 tickets.
- Merchants will receive a Newspaper Advertisement and funding for shopping sprees.
- Event will be listed on the Collinsville Main Street Community Association, Collinsville NOW, City of Collinsville, and Uptown Collinsville websites, fliers, and other marketing materials including Shopping Spree certificates.
- Shoppers playing the "Shop Uptown Holiday Challenge" will be posting pictures and comments about merchants on the Collinsville Main Street Facebook page.

Katie Heaton  
President, CMSCA  
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