



• ROCHESTER MAIN STREET PRESENTS  
**SHOP SMALL COOKIE  
 CRAWL & RAFFLE DRAWING**



**NOV 30 11 - 3**

The format for the event

- Participants can get the list of businesses participating at <http://www.rochestermainstreet.org/cookiecrawl.html>
- Participants will be able to go to businesses that are participating and get a cookie
- Participants will finish the walk with a visit to Santa on central square to tell him who had their favorite cookie.
- Santa will award the business with the most popular cookie a trophy & winning business will get to draw the winners for our Annual Shop Small Raffle.

Requirements for participating businesses.

- You must provide a cookie for participants to sample. This cookie can be bake fresh or store bought. We do have a downtown business that makes cookies. Busy Bee Cafe can be emailed at [busybeecafenh@gmail.com](mailto:busybeecafenh@gmail.com)
- Santa will come walk around downtown to take pictures with as many participating businesses as possible.
- Shop Small Saturday is about kicking off the Holiday Sales Season with a bang. We strongly recommend businesses to have a display setup highlighting specific items or services they wish to push for the holiday season.
- If you use Facebook, please accept the invite to be a co-host for the event. You will be able to add pictures of your cookies & your display to the page and share holiday specials you are promoting, etc.
- Share the Shop Small Cookie Crawl promotions to your social media pages. This event will be more successful the more people see it! Please tag us #Rochestermainstreet in your social media posts.
- Have Fun with the event, provide a game or activity for kids to do either in the shop or take home, something that highlights your business. This is an opportunity to engage with customers new an old!
- Please keep a copy of this sheet to ensure you have it to look back on and ensure your entire staff is aware of the promotion and how it works
- You must sign up no later than November 22nd. Signups can be sent to [rochesternhmainstreet@gmail.com](mailto:rochesternhmainstreet@gmail.com)

Signup Information.

Name of Business: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Your Business Facebook Tag: \_\_\_\_\_

\_\_\_\_ I will participate but do not want to be considered for the most popular cookie

\_\_\_\_ I do not want Santa Coming around to take pictures in my business.

