

## **HEY! “WE CARE”**

**And you CAN help!**

### **THE HOLIDAY PROGRAM OVERVIEW ON UNION STREET**

---

---

#### **HOLIDAY CELEBRATION SAT, DEC 5<sup>th</sup>, 3-6 PM**

Street Entertainment in each block

Santa arrives at 5 pm at the Cudworth Mansion

Followed by Merchant Open House/Evening Shopping

#### **“WE CARE” CAN DRIVE (SEE ATTACHED DOC.)**

Collect Food Cans for SF Food Bank- look for the Can Postcards

Display the cans in your window to show that “We Care”

Santa Collects all cans on 12/12 and a decorative sculpture is made in front of the Metro

#### **LIGHTING OF BUILDINGS AND TREES**

Up No later than November 27

Huge draw for customers if the whole street participates! Urge your Neighbors!!!!

#### **ADVERTISING AND PROMOTION**

New Publicist, Mullens Public Relations, helping make the season amazing!

Marina Times/Northside & SF Chronicle

Press releases, website postings, posters & postcards

**MAJOR SPONSORS WILL BE ON POSTER AND IN SELECTED ADS**

#### **GIANT HOLIDAY DOLLARS**

Designed to drive customers into stores, restaurants & service businesses

Distributed by elves and Santa on Saturdays and Sundays, November 27 through December 20, noon – 4:00

#### **MERCHANT OPEN HOUSE/EVENING SHOPPING**

Refreshments/store events on Fridays and Saturdays, November 27 – December 19

#### **WINDOW DECORATIONS**

Prizes/participants included in SF Chronicle ads, PR and possibly a photo in January edition of the Northside

Incorporate the Cans! It will only work if everyone participates!

#### **VALIDATED PARKING**

Encouraging customers to come & shop by offering free parking

#### **HOLIDAY MURAL PAINTED ON METRO**

Look at the Holiday Mural being painted on the Metro Walls!

The more **Support** from **you**, the more advertising & promotion we can do for **you**.

# 2009 FANTASY OF LIGHTS MERCHANT APPLICATION



## PARTICIPATION LEVELS:

(please make your selection and mail or fax to address at bottom)

- STARBURST SPONSOR: \$1,000 (\$900 for Union St. Assoc. Members)**
  - Company Name included on: *Prominent* place on Posters, all ads, Holiday Dollars, websites
  - Sponsor high draw activity to be placed in front of store/on block on event day 12/5
- PLATINUM SPONSOR: \$500 (\$450 for Union St. Assoc. Members)**
  - Company Name included on: Posters, limited ads, Holiday Dollars, event websites
  - Sponsor high draw activity to be placed in front of store/on block on event day 12/5
- GOLD STAR PARTICIPANT: \$200 (\$170 for Union St. Assoc. Members)**
  - Company Name & offer listed on Holiday Dollars
  - Sponsor activity to be placed in front of store/on block on event day 12/5
- SILVER STAR PARTICIPANT: \$150 (\$135 for Union St. Assoc. Members)**
  - Donation to help pay for advertising, any amount is appreciated
  - Sponsor activity to be placed in front of store/on block on event day 12/5

*Any donation amount is greatly appreciated!!!!*

## OTHER SERVICES/EVENTS THAT REQUIRE CONFIRMATION

- I want my store name to be included on the Poster & Advertising- (must come in @ minimum Platinum Sponsor, see above )**Deadline 11/8**  
(Please email & post the electronic version of the poster to invite your customers to the Dec 5<sup>th</sup> kick off event)
- I want to be included on the **Holiday Dollars**- 3000 distributed! (must come in @ min. Gold Sponsor see above)  
**Deadline 11/23**, Participation Description on your square (discount, service or giveaway) \_\_\_\_\_  
(Please email & post the electronic version of the Holiday Dollar to email to your customers)
- I will be decorating my store with **white lights- Huge draw when everyone participates! Urge your neighbors!**
  - Available @ Fredericksons-415-292-2950
  - People/agencies that can help put lights up for a fee: (1)Mark & Anne of Christmas light Pros: 415-823-3424 (2)David Landry: 415-577-6058 (3)Kimberly: 415-699-8593 (4)Rinato: 415- 574-7725
- I will collect **Food CANS** from my customers & display in window- to be picked up by Santa on 12/12
  - Will you offer a discount to customers who bring in cans of food? Describe \_\_\_\_\_  
(example- 1% off purchase per can you bring in, max 20 cans)
  - Money donation amount to the USA to help pay for can drive posters/postcards/promotion \$ \_\_\_\_\_
- I am doing MY OWN holiday activity/charity and would like to be included in your PR- describe: \_\_\_\_\_
- I will participate in the Window Decorating Contest/Can Food Drive Window Display. Deadline to be mentioned in Chronicle Ad 12/1 & Deadline for Judging 12/5
- I will donate toys to the SF Firefighters program
- I will offer validated parking for customers
  - Contact Wells Fargo Garage 415-434-4400 & Union Street Garage 415-673-5728
- I will Stay Open Late on Fri & Sat through Christmas- suggested to offer refreshments
- I will Stay Open Late on Tuesdays through Christmas- suggested to offer refreshments
- I would like to purchase poinsettia plant - \$10 \_\_\_\_\_ # of 6" poinsettias **Deadline 11/8**
- I am a member of the Union Street Merchants Association

BUSINESS \_\_\_\_\_ CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**Please Make all Checks Payable to the UNION STREET ASSOCIATION.**  
**Mail to: Steven Restivo Event Services, llc**  
**P.O Box 151017 ~ San Rafael, CA. 94915**  
**Ph: 415-456-6455 ~ Fax: 415-456-6436**



# Holiday Celebration Program Info

## 1. "Holiday Dollar"- 3000 Distributed!!!

FRONT



BACK



## Your Company Name here!

You decide what goes in your square. # of boxes determined by # of participants.

### 2. Poster draft



### 3. Holiday Celebration Event, 12/5

1. Event from 3-6pm includes activities on each block: jugglers, ponies, balloon guys, costume characters, face painters, etc
2. Merchant Open House offering refreshments & staying open late (Fri & Sat) till 9pm
3. We need Merchant financial support so we can have entertainment on each block!!

### 4. Can Drive Event on 12/12

1. Event from 1-4pm includes Santa picking up the cans from each block & bringing them to the Metro, with Snow & live music
2. We need Merchant financial support to help pay for the posters/postcards, promotion, snow, and day of production

Thank you for your support!!!



Dear Merchants,

The Union Street Association is proud to launch "WE CAN CARE on Union Street", a can food drive November 5<sup>th</sup> - December 12th that benefits San Francisco Food Bank.

With everyone's participation, this can be *huge!* The association has hired Mullens PR to publicize the drive, and it makes a great pitch:

*In a time when so many businesses are struggling and no longer doing any charitable giving, this entire neighborhood of businesses is taking the opposite approach.*

This event has huge PR potential.

- The project will be pitched to several places including **Daily Candy** and **Urban Daddy**. Mullens PR wants to highlight 3 businesses and what they are offering as discounts in exchange for cans. If you would like to be considered for this, please send your 300-word pitch (what your discount would be) to [sarah@sresproductions.com](mailto:sarah@sresproductions.com) by this Friday and she will pass them on.
- We are partnering with **The Guardsmen** who will be announcing the Dec 12<sup>th</sup> event to their 20,000-person in the 94123 distribution list.
- Can-Decorated windows will be photographed and more likely to make a good story for news stations and local newspapers.

November 5<sup>th</sup> - December 12th

- Cans collected at each store November 5<sup>th</sup> - December 12<sup>th</sup>. Customers bring cans in for discounts on their purchases. You can decide the exchange: "10 cans for 10% off"
- Creatively incorporate cans into our window displays.
  - a children's boutique may have a stroller full of cans,
  - a jewelry store may have a diamond necklace wrapped around a can,
  - you get the idea . . .
- By Thanksgiving, there will be a huge holiday mural at the Metro Theater promoting the food drive.

Saturday December 12<sup>th</sup> Event:

- Cans will be collected from the merchants by Santa (Ken from Valente & Sons Plumbing!!) and 6 of The Guardsmen and brought to the Metro Theatre.
- Santa will be there doing photo ops for kids
- Three-piece Jazz trio playing holiday tunes
- **Snow** coming down from the rafters!
- The Guardsmen will raffle off 6 Christmas trees and 6 Gala Event tickets (\$150/piece value). People can bring a "can for a raffle ticket" that day.

If you commit to participate, please indicate such on the merchant application.

Participation means that you will:

- a) Start by buying your own initial 20-40 cans to start the buzz in your own store.
- b) Do your best to incorporate these cans into your window display. Additionally, hang the poster in your window to let shoppers know that you are taking part. (You can indicate your individual discount/offering in the white space)
- c) Get the word out to your own client list. (We will send you an html email that can be sent out to your client base).