



## 2014 PIONEER SQUARE HOLIDAYS PARTICIPATION INFORMATION

The Alliance for Pioneer Square is coordinating three events for the holiday shopping season: Small Business Saturday on November 29; Shop the Square on December 6; and Pioneer Square Howlidays on December 13. These events are great opportunities to get your business in front of thousands of visitors from the Seattle-area during the holiday gift-buying season!

### **Small Business Saturday—November 29, 11 am to 5 pm**

*As part of the nation-wide movement to encourage consumers to shop locally for the holidays, the Alliance for Pioneer Square has registered with American Express's [Small Business Saturday](#) promotion:*

- A "Shop Small" information table at Milepost 31. On display will be a "Shop Small" banner and balloons. Staff will be passing out pens, stickers, buttons, pet bandanas, and neighborhood maps.
- Freebies distributed to neighborhood shops, including canvas tote bags, window decals, welcome mats, and posters. Supplies are limited, so apply early.
- Promotion of your business on PioneerSquare.org and social media. #ShopSmall

### **Shop the Square—December 6, 11 am to 5 pm**

*Shop the Square is a progressive shopping day where customers get progressively higher discounts the more stores they shop at during the event. Here's how it works:*

- All participating stores offer a 10% discount to customers who make a purchase over \$20. For every purchase over \$20, the customer gets a stamp indicating that they qualify for a bigger discount at the next location. The event is capped at 25%.
- Zero stamps = 10%; one stamp = 15%; two stamps = 20%; three stamps = 25%.
- Once the customer reaches three stamps and uses their 25% discount, they must surrender their stamp card. Store clerks can enter their stamp card into a raffle for a grand prize.
- All participating stores can offer light refreshments, a special promotion for the event (to be determined by shop management), and holiday cheer!
- Promotions include mentions of your business on PioneerSquare.org, social media, and on the event stamp card.

### **Pioneer Square Howlidays—December 13, 11 am to 5 pm**

*Annual pet-centric holiday event for the neighborhood. Requires separate application due October 31.*

- Sponsorship opportunities for logo inclusion and/or onsite privileges.
- Fee waived for neighborhood businesses to participate in the For Pets & People Holiday Market.

**Deadline to sign-up: October 31, 2014. Don't delay!**

**Contact Hien Dang at [hien@pioneersquare.org](mailto:hien@pioneersquare.org) for more info and/or to submit a sign-up form.**



## 2014 PIONEER SQUARE HOLIDAYS SIGN-UP SHEET

Please fill-out this form and submit it to Hien Dang at [hien@pioneersquare.org](mailto:hien@pioneersquare.org) by October 31, 2014. If you are signing up for the Howlidays event, please allow time to fill out a separate application.

Business name:	
Facebook and/or Twitter handles:	
Contact name:	
Contact email:	
Check the events you want to participate in below:	
<input type="checkbox"/>	Small Business Saturday (#ShopSmall) – November 29
<input type="checkbox"/>	Shop the Square (Progressive shopping event) – December 6
<input type="checkbox"/>	Pioneer Square Howlidays (Pet-centric event) – December 13 – Requires separate application. We will send you one or you can <a href="#">download here</a> .
Briefly describe your business, any special promotions, and/or goods you will be selling for the Small Business Saturday and/or Shop the Square event below: (Howliday participants need not apply.)	
Small Business Saturday – Nov. 29	
Shop the Square – Dec. 6	
Event day contact name:	
Event day contact cell number:	