



## To celebrate Small Business Saturday (November 27<sup>th</sup>) the Highland Chamber of Commerce is organizing a Cookie Crumb

**How the Event Works:** Shoppers pick up a map between 10:00 a.m. and noon (canvas totes are given to the first 100 participants). Participants will work their way around to each Cookie Sponsor and *shop, try a cookie, get the recipe card, and have their map signed.* Once they have visited each location, they submit their map for the prize drawing to win a \$50 Chamber Gift Certificate.

**Purpose:** Our goal is to get shoppers to realize all that Highland has to offer. The cookies are an incentive to participate. Most people are shopping on this day anyway, so let's get them in your business to help promote all your business has to offer!

**\*\*If you wish to participate as either sponsor, please submit attached document to the Chamber by November 9<sup>th</sup>**

### 2 Ways to Sponsor:

#### 1.) **Cookie Sponsor (FREE)**- Business will receive advertisement with a print and media campaign

*What the Cookie Sponsor Supplies:*

- Find your favorite recipe and send it to us, along with your company's logo, and we will design the recipe card and send it back to you for you to print (you are responsible for printing and cutting your Recipe Card).
  - \* Cookie Recipe and Company Logo must be sent to the Chamber by **November 9<sup>th</sup>** (*entries received after this date cannot be accepted*)
- Bake 100 cookies using your recipe. Display the recipe card and cookies for participants to come by and collect. *Chamber will supply you with stickers to put on each participant's map during their visit.*
- *Optional:* Promotional material to put in the canvas totes. We will be handing out canvas totes to the first 100 participants- we encourage you to provide the Chamber with something to put in the totes to promote your business!

*Cookie Sponsor REQUIREMENTS:*

- \* Business must be open from 10am – 4pm on the event day (November 27<sup>th</sup>) in order to participate.

**\*\*Note: If you would like to be a Cookie Sponsor but are too far away from the "trail", you can buddy up with another cookie sponsor that is on the trail and set up your cookies at their business, or be an **Event Sponsor** (see below).**

#### 2.) **Event Sponsor (\$50)**

*Pay a \$50 fee and receive the following:*

- Business name printed on the 100 canvas totes
- Business name printed on the Cookie Crumb Trail Map given to all participants
- Business listed as a Cookie Crumb Trail Sponsor on social media

**\*\* \$50 fee and attached document due to the Chamber by **November 9<sup>th</sup>****

