**Opt-in 2023 Events in Downtown Freeport**

**Please Return to Partnership by December 31, 2022**

**Please check the box next to each event you plan to participate in**. You will be contacted again via email with further details 30 days before each event. In order for participating stores to be listed in pre-event promotion, they must have responded to inquiries 30 days before the event. A detailed description of each event can be found on the back side of this page.

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| --- | --- | --- |
| Check the Box | Event Name | Event Date |
|  | Post-Holiday Sale | TBD |
|  | Souper Friday | 2/10/23 |
|  | Valentine’s Day Sale | 2/14/23 |
|  | Art-ic Ale Walk | 2/25/23 |
|  | Vintage Shop Hop | 3/3-3/4/23 |
|  | Pretzel City Winefest | 5/20/23 |
|  | Route 75 Garage Sale | 6/8-6/9/23 |
|  | Father’s Day Sale | 6/18/23 |
|  | 815 Day Sale | 8/15/23 |
|  | Vintage Shop Hop | 10/6-10/7/23 |
|  | Wine & Witches | 10/12/23 |
|  | Chili Friday | October TBD |
|  | Bootiful Saturday | 10/28/23 |
|  | Late Night Thursdays | 11/1-12/31/23 |
|  | Mistletoe Walk | 11/18-11/19/23 |
|  | Shop Small Saturday | 11/26/23 |

Not all events require opt-in participation! Please see the complete list of 2023 Downtown Events. Also available, is a detailed description of each event. See greaterfreeport.com/dtbusiness for more information.

I would like to be contacted to participate in the promotions and events listed above for 2023.

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Signature Date

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Business Name

Preferred future contact:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Email

**2023 Events in Downtown Freeport**

Jan-Feb TBD – Post-Holiday Sale (Promotion only)

February 10 - Souper Friday

February 14 - Valentine’s Day Sale (Promotion only)

February 25 – Arctic Ale & Art Walk

March 3-4 - Vintage Shop Hop (Promotion only)

March 18 – Usual Suspects Fundraising Concert @Masonic Event Center

April 22 - Pretzel Fest

May 5 – Freeport First Friday, Festival District

May 14 - Mother’s Day Sale (Promotion only)

May 20 – Pretzel City Winefest

June 2 - Music on Chicago, Freeport First Friday, Festival District

June 8-10 - Route 75 Garage Sale (Promotion only)

June 18 - Father’s Day Sale (Promotion only)

July 7 - Music on Chicago, Freeport First Friday, Festival District

July 7-9 - Tutty Baker Fest

August 4 - Music on Chicago, Freeport First Friday, Festival District

August 11 - Sock Hop (Need a committee chair to make it happen)

August 12 - Cruise Night

August 15 - 815 Sale Day (Promotion only)

August 25 – Paint the Port

August 25-26 - Eats & Beats

September 1 - Freeport First Friday, Festival District

September 23 – Pretzel City Brewfest

October 6 - Freeport First Friday, Festival District

October 6-7 - Vintage Shop Hop (Promotion only)

October 12 - Wine & Witches

October TBD - Chili Friday (Need a committee chair to make it happen)

October 28 -  Bootiful Saturday

November 18-19 - Mistletoe Walk

November 25 - Small Business Friday (Promotion only)

December – Local Holiday Shopping (Promotion only)

**Description of Downtown Events**

**Promotion-only Events**

(Includes Post-Holiday Sale, Valentine’s Day Sale, Vintage Shop Hops, Mother’s Day Sale, Father’s Day Sale, Rt 75 Garage Sales, 815 Day Sale)

These are opportunities for downtown locations to collaborate together to offer a shopping experience for a special occasion or commemoration. The Partnership’s role in these sales is to include all participating locations in a graphic to be used on social media and in the weekly digital event guide. Participating stores are responsible for providing their request for involvement and their graphic no later than 14 days before the event date. Please select the promotion-only events you would like to participate in on the “Opt-in” sheet.

**Souper Friday – February 10**

Goal: Bring lunch-time patrons into stores to see all of the shopping and business options downtown. This event is held the Friday before the Super Bowl. Participating locations are responsible for notifying the Partnership at least 30 days before the event that they would like to be included. Locations can provide their own soup or work with an area non-profit organization. \*The soup must be prepared in a health department certified kitchen with a certified food handler. Soup is served from 11 am to 1 pm. Patrons are charged $5 for a wristband to try as many soups as they would like and then can vote for a favorite. The Partnership will provide event marketing in the form of a social media event, inclusion in the digital events guide and storefront flyers. The Partnership will also provide tasting cups, spoons and baskets for voting. Prize money for the winner will be 50 percent of the event admission (the other half will be used to cover cost of materials).

**Arctic Ale & Art Walk – February 25**

Goal: Increase traffic and revenue to downtown businesses with the use of beer tastings and local artist displays.

This event is free to the public. Participating businesses will opt-in and then choose the type of beverage or beer they plan to sample out. Only bars and restaurants are able to offer full drinks for consumption between locations. Businesses will also have the option to invite in local artists who can set up pop-up shops within their spaces. Businesses are asked to provide the name of the beverages they are sampling and artists they plan to feature two weeks before the event date. Details that are given after the deadline, are not guaranteed to be included in any event promotional materials. The Partnership will provide event marketing in the form of a social media event and sponsored ads, details on app, inclusion in the digital events guide and storefront flyers.

**Concert – March 18**

Goal: Fundraising for downtown marketing & placemaking efforts

Tickets are sold by the Partnership in either tables or individual seats. The Partnership promotes the event to increase ticket sales. The committee is responsible for the logistics of the event including venue coordination, sponsorship, décor, food and set-up. Downtown businesses are encouraged to sponsor, attend and/or promote the event in their locations.

**Pretzel Fest – April 22**

Goal: Celebrate Freeport as the “Pretzel City” with the snack food and the mascot! Bringing residents and visitors to Downtown Freeport to shop and dine. The event also offers a venue for community organizations and vendors to reach residents and visitors.

This event is planned in conjunction with National Pretzel Day on April 26 and is held on the closest Saturday from 10 am to 4 pm. The Partnership contacts and hosts community entertainers from around the region to perform on a small stage on Chicago Avenue between Stephenson and Main Streets. Vendors are contacted to sell to visitors as well as community organizations all with the pretzel theme. In cooperation with volunteers, the Partnership hosts a local BBQ contest with celebrity judges.

Downtown businesses are asked to support the event by offering pretzel-themed promotions in their stores and any other entertainment ideas they have to encourage movement throughout the downtown area.

**Freeport First Friday & Festival District (First Friday May-Oct)**

Goal: Promote Downtown Freeport as an entertainment district with opportunities for unique food and shopping opportunities.

Food trucks are organized by the City of Freeport and located in the municipal parking lot on Douglas Ave from 11 am to 1 pm.

The festival district is open from 11 am to 11 pm. Patrons can purchase an alcoholic beverage from one of the existing bars or restaurants downtown, are given a plastic cup and wristband, and then may walk outside the establishment to shop in stores that display the Festival District window cling.

**Pretzel City Winefest – May 20**

Goal: Increase traffic into downtown stores as well as sales for retailers and restaurants.

Participating businesses are asked to opt-in to the event to be given further direction. Utilizing the festival district, patrons can purchase full glasses of wine from downtown restaurants and bars. In addition, businesses can provide 1 oz. samples of wine that can not leave the store. Participating businesses purchase their own wine for sampling.

The Partnership is responsible for ticket sales for winefest, purchase of glasses and swag, as well as marketing for the event. All businesses who have chosen to opt-in are listed in promotional material before and during the event.

**Music on Chicago – First Friday June, July & August**

Goal: Provide a quality music event where friends and neighbors can meet and enjoy the quality of life in Downtown Freeport.

The Partnership organizes musical entertainment, 3-4 food vendors and a cash bar in the Freeport Art Plaza. Event hours are 5-10 pm.

**Tutty Baker Fest – July 7-9**

More details to come as this event is being reorganized for the first time in several decades.

**Sock Hop – August 11**

Committee Chair: **This event needs a committee chair to proceed**

The Sock Hop was organized by a committee in 2019 to encourage car owners from Cruise Night to come into town early to share in a 50’s style music and dance event. The committee is responsible for all logistics of the event including entertainment, food and booth vendors, set-up and sponsorship to cover any expenses. The Partnership is responsible for the marketing and promotion of the event to the greater community as well as those who are attending Cruise Night.

**Cruise Night – August 12**

Goal: Attract visitors to Downtown Freeport to exhibit the walkability and entertainment available in Freeport. The event is also a revenue generator for 10 food vendors and several business vendors. It is sponsored and supported by several area auto companies.

Cruise Night has been attracting car enthusiasts to Freeport for over 40 years. The event promotes a car show from 4-9 pm with a cruise around Freeport starting in Downtown from 7-9 pm. The event also offers contest areas, food vendors, live music and vendor opportunities.

**Paint the Port - August 25**

Hosted by the Freeport Art Museum, Paint the Port is a family-friendly quality of life event and fund raiser for the organization. It has typically taken place from 4-7 pm on Chicago Avenue.

**Eats & Beats - August 25-26**

This event is hosted by Malcom Eaton Enterprises and offers area non-profits the opportunity to raise funds by offering samples of prepared food items. The event also hosts musical acts from around the region.

**Pretzel City Brewfest – September 23**

Goal: Visitor attraction, overnight stays, increase in dining and entertainment revenue

The Partnership has hosted this event for nearly 10 years in Downtown Freeport and recently moved it to the Freeport Arts Plaza. The event is held from noon to 5 pm. While the primary attraction is the event itself, efforts are made to cross-promote downtown shopping and dining before and after the event to encourage more spending by visitors.

**Wine & Witches – October 12**

Goal: Increase traffic and revenue to downtown businesses using a Halloween theme.

Downtown businesses are asked to opt-in to participate in this event that includes promotion to residents and visitors within a drivable vicinity of downtown. The Partnership provides marketing materials for the event as well.

Downtown businesses who choose to participate are encouraged to offer a theme-specific treat or special to entice shoppers into their store. Event hours run from 4 pm to 7:30 pm.

**Chili Friday – October TBD**Committee Chair: **This event needs a committee chair to proceed**

Goal: Bring lunch-time patrons into stores to see all of the shopping and business options downtown. Participating locations are responsible for notifying the Partnership at least 30 days before the event that they would like to be included. Locations can provide their own soup or work with an area non-profit organization. \*The soup must be prepared in a health department certified kitchen with a certified food handler. Soup is served from 11 am to 1 pm. Patrons are charged $5 for a wristband to try as many soups as they would like and then can vote for a favorite. The Partnership will provide event marketing in the form of a social media event, inclusion in the digital events guide and storefront flyers. The Partnership will also provide tasting cups, spoons and baskets for voting. Prize money for the winner will be 50 percent of the event admission (the other half will be used to cover cost of materials).

**Bootiful Saturday – October 28**

Goal: Encourage family-friendly attractions and businesses in downtown to showcase stores and businesses for future visits. Good will for community members.

The Partnership works with the Lindo Theatre to choose a kid-friendly Halloween movie to offer to the pubic for free or little cost. Once the movie is over, trick-or-treaters are invited to visit downtown businesses. The Partnership will promote businesses who have opted-in as places to stop for families.

**Mistletoe Walk – November 18-19**

Goal: Increase traffic and revenue for downtown businesses and spread holiday festive feelings.

The Partnership promotes and advertises to local shoppers through social media, outdoor advertising, signage and more. In addition, the Partnership produces a rack card for shopping locations and denotes those who will be open special hours to those businesses who opt-in by the deadline.
Businesses are encouraged to provide their own treats, festive attractions and entertainment and other features. Businesses are also asked to participate in event hours as specified to produce a coordinated shopping experience when all stores are open simultaneously.