

# The Highland Chamber of Commerce Hosts

Small Business Saturday (11/25)

## Cookie Crumb Trail Event



**Highland**  
Chamber of Commerce



**How the Event Works:** Shoppers pick up a map between 10:00 a.m. and noon at Kloss Furniture and canvas totes are given to the first 100 participants (one tote per family). Participants will work their way around to each Cookie Sponsor and *shop, try a cookie, get the recipe card*, and have their *map* stamped. 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:*

- Send your favorite recipe and logo to [sabrina@highlandillinois.com](mailto:sabrina@highlandillinois.com), and we will design the recipe card and send it back to you to be printed and cut. If you choose to use a printing company, you may access our website for our member list.
  - \* Cookie Recipe and Company Logo must be sent to Sabrina by **November 9<sup>th</sup>** (*entries received after this date cannot be accepted*)
- Bake a minimum of 100 cookies using your recipe. Display the recipe card and cookies for participants to come by and collect. *Chamber will supply you with stickers/stamp to put on each participant's map during their visit.* You may bake more than 100, that is up to you! (*individually wrapped is preferred, but not mandatory*).
- *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 – 3pm on the event day (November 25<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 (\$ 75)**

*Pay a \$75 fee and receive the following:*

- Business logo 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

**\*\* \$75 fee and attached document due to the Chamber by **November 9<sup>th</sup>****

*Small Business Saturday*



Yes! I would like to Sponsor the Cookie Crumb Trail as the following Sponsor:

\_\_\_\_\_ (FREE) Cookie Sponsor (will need your recipe and logo by November 9th)

\_\_\_\_\_ (\$75) Event Sponsor (fee, sponsor form and logo due by November 9th)

Company/Organization: \_\_\_\_\_

Please indicate name of company/organization as you would like it to appear for promotion Contact:

\_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip:

\_\_\_\_\_ Phone:

\_\_\_\_\_ Email: \_\_\_\_\_ Please

send completed sponsor form and payment\* to the Chamber office (1216 Main Street) by Nov. 9th

Payment may be made by: cash, check, credit card or PayPal at [PayPal.Me/HighlandChamber](https://www.paypal.com/HighlandChamber)



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