



**12 DAYS OF MIDTOWN
Special Event Application
DEADLINE – OCTOBER 30th 2010**

This application is for local businesses within the Midtown boundary who would like to be listed on the official roster of holiday events during the 12 Days of Midtown, December 1 thru 12. All businesses within the boundary are invited to apply! We are seeking creative events that demonstrate Midtown holiday spirit.

The 12 Days of Midtown is designed to promote the Midtown Sacramento area for the holidays. Therefore, the boundaries are as follows:

- B Street is the North boundary
- W Street is the South boundary
- 15th Street is the West boundary
- Alhambra is the East boundary

Any venue within and including the area described are invited to apply.

Why apply to be listed on the official schedule for the “12 Days of Midtown?”

What MBA provides your venue for FREE:

- 1) Promotion via news media, fliers, and all other holiday promotional materials
- 2) Printed fliers quantities based on your customer base/business size
- 3) Feature your venue on the MBA website & links to your venue
- 4) Social media promotion from the MBA website and Midtown online social networks

Your responsibilities as an official Midtown Holiday venue:

- 1) Feature any sponsor collateral (fliers, promo items, etc)
- 2) Distribute all official Midtown Holiday collateral (fliers etc) and display Holiday poster
- 3) Sign an agreement to adhere to responsibilities and rules of “12 Days of Midtown”
- 4) Provide one primary contact person for MBA correspondence
- 5) Provide logo (in vector format only) and venue details to MBA for use in promotional materials and MBA website at least 6 weeks prior to December 1st, 2010.
- 6) Allow MBA to feature your venue in all current and future MBA promotional material
- 7) Provide the adequate number of staff members for all guests at your venue/

How to apply:

Please answer the following questions.

- 1) Your business name: _____ Street address: _____
- 2) Contact person full name: _____ Phone: _____
Email: _____
(will be used only for correspondence regarding this application)

(please continue next page)

- 3) Describe your business.

- 4) Describe your idea/concept that you would like to execute for Midtown Holiday.

- 5) What defines your event idea? Illuminate how your event fits with the Midtown Holiday theme: *“12 Days of Midtown” is an annual community-wide celebration of Midtown holiday; 12 days of holiday cheer that focus the many treasures our district offers.*

DUE NO LATER THAN 5PM OCTOBER 30TH, 2010

Please mail completed applications to

Midtown Business Association
1716 L Street
Sacramento, CA 95811
Attn: Amber Schmaeling

Or email to

amber@mbasac.com

Your business will be contacted no later than November 10th regarding your involvement in the “12 Days of Midtown.”

Would you like to be an official sponsor of the “12 Days of Midtown?” Or are you interested in volunteering at any of the Holiday events? Please contact us!
amber@mbasac.com