



south lake business association

merchant participation form

DUE MONDAY, February 6, 2012 FAX 626-792-1287

Company: _____ Address: _____

Main Contact Person: _____ Phone Number: _____

DISTRICT EVENT*	SEASON	DESCRIPTION	Not Interested	Interested	If Interested, check one or more:			DO YOU PLAN TO HAVE SPECIAL PROMOTIONS OR SALES FOR THIS EVENT? Please specify.
					Prize Donation	Sponsorship	Event Location	
SLBA Mixer	Spring	Annual Mixer for property owners, business owners, and City representatives to network and meet fellow District Members. Event is closed to the public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	N/A
Make Music Pasadena	Summer	A musical celebration throughout Pasadena that takes place on World Music Day. Sidewalks, parks, courtyards, alleys, building lobbies and other unconventional performance spaces throughout the City of Pasadena will become spontaneous musical stages for amateur musicians and social gathering places for new crowds.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Taste of South Lake	Fall	Merchants are invited to host a festival canopied booth to showcase their business and products. Restaurants and eateries can distribute food samples and sell smaller portions of their featured entrees and beverages. Service vendors can provide literature and promotional items for their business services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Holiday Open House	Winter	Live music and festivities throughout the District one day in December; in conjunction with participating merchants' in-store festivities and promotions.	<input type="checkbox"/>	<input type="checkbox"/>	N/A	<input type="checkbox"/>	<input type="checkbox"/>	
Holiday Open House (Scavenger Hunt)	Winter	Event attendees can participate in Scavenger Hunt collecting stamps/stickers from participating merchants. A completed Scavenger Hunt card allows participant to be eligible for Event Raffle to potentially win prizes donated by District Merchants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

* Event occurrence is contingent upon available funding

Will your business have special promotions in conjunction with any of the following holidays? Please check all that apply:

- | | | | | | |
|--|----------------------------|---|-----------------------------|---|-----------------------------|
| <input type="checkbox"/> VALENTINE'S DAY | Tuesday, February 14, 2012 | <input type="checkbox"/> FATHER'S DAY | Sunday, June 17, 2012 | <input type="checkbox"/> THANKSGIVING | Thursday, November 22, 2012 |
| <input type="checkbox"/> PRESIDENT'S DAY | Monday, February, 20, 2012 | <input type="checkbox"/> INDEPENDENCE DAY | Wednesday, July 4, 2012 | <input type="checkbox"/> CHRISTMAS | Tuesday, December 25, 2012 |
| <input type="checkbox"/> ST. PATRICK'S DAY | Saturday, March 17, 2012 | <input type="checkbox"/> LABOR DAY | Monday, September 3, 2012 | <input type="checkbox"/> NEW YEAR'S EVE | Monday, December 31, 2012 |
| <input type="checkbox"/> EASTER | Sunday, April 8, 2012 | <input type="checkbox"/> COLUMBUS DAY | Monday, October 8, 2012 | <input type="checkbox"/> NEW YEAR'S DAY | Tuesday, January 1, 2013 |
| <input type="checkbox"/> EARTH DAY | Sunday, April 22, 2012 | <input type="checkbox"/> HALLOWEEN | Wednesday, October 31, 2012 | <input type="checkbox"/> OTHER | _____ |
| <input type="checkbox"/> MEMORIAL DAY | Monday, May 28, 2012 | <input type="checkbox"/> VETERAN'S DAY | Sunday, November 11, 2012 | | |