

Nutcracker Festival 2017

Downtown Westport Scavenger Hunt: **store destinations needed!**

December 15th & 16th, with the support of Christ & Holy Trinity Church and the Downtown Merchants Association, Connecticut Theater Dance will be hosting a two-day Nutcracker Festival featuring family events: Nutcracker Tea Parties, complimentary sidewalk hot chocolate, family-fun Nutcracker Scavenger hunt, horse & carriage rides, a visit from Santa & the Sugar Plum Fairy, free community entertainment, and valet parking.

Our vision is to create a warm, inspiring and welcoming traditional holiday scene in Downtown Westport. "Snow Village," in the courtyard outside of Christ & Holy Trinity Church will have a free hot chocolate stand, Santa arriving by fire truck, Victorian carolers singing throughout the downtown streets, and Frosty greeting young children. Mrs. Claus is hosting three-course tea parties in Branson Hall, visits with Santa & SugarPlum Fairy in the library, and holiday shopping in the SnowFlake Boutique. The beautiful Seabury Center stage provides a perfect theater for child-friendly "Land of the Sweets" Nutcracker Performances and free community entertainment including an interactive Nutcracker Storybook reading, local singing groups, and a sing-a-long. The Nutcracker Festival will be a memorable and special experience for families, shoppers and the community!



This Downtown Westport community holiday-experience needs your support!

During the Nutcracker Festival we will have a Nutcracker Scavenger Hunt that will encourage shoppers to visit your store! Nutcracker Festival Participating Shops will stamp each visitor's card when they visit. Once they receive at least 10 stamps from various Nutcracker Festival Participating Shops, they will receive a free prize from CT Theater Dance at "Snow Village" (Branson Hall at Christ & Holy Trinity Church).

BENEFITS to your STORE:

- Receive 1 FREE child's ticket to Saturday's tea party & Land of the Sweets performance. (*One per store, non-transferable & advance reservation*)
- Encourage shoppers into your store to get their scavenger hunt cards for two weeks
- Drives shoppers to your store on December 15 & 16 to find the scavenger hunt items and shop!
- Build customer loyalty by participating in this fun, holiday event with a free prize!
- Marketing:
 - identified in printed materials/map,
 - identified on the website as a "destination"
 - special #nutcrackerfestivalscavengerhunt tag for photos on social media
 - Featured posts on participating Facebook pages

Store AGREES to:

- \$50 participation fee (covers the prizes, cards, publicity)
- Hand out/make available "scavenger hunt cards" (also available online to download) for two weeks prior to the event
- Display an 8.5x11 acrylic photo frame with event info for two weeks before event
- Display one small element of the nutcracker (shoe, mouse, crown etc.) (to be provided/dropped off by CTD) near the frame all day on the 15th/16th
- "Stamp" the scavenger hunt card, indicating the guest went into your store on the 15th and/or 16th

Benefit to GUESTS

- Encourages positive family interaction with local friends, stores and businesses
- Family activity to keep kids busy while parents shop
- FREE GIFT: once guests have 10 stamps, they go to Branson hall to receive their free gift

We look forward to your participation in this fun, holiday shopping event! Please fill out the attached form and return it with the participation fee by November 3.

Cheers!

Michelle Sperry - Director, ENCORE Youth Company

Scavenger Hunt Commitment, Invoice & Donation-in-kind

Please PRINT the following exactly as you wish it to appear in media materials.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

E-Mail: _____

Website: _____ Facebook: _____ Instagram: _____

Contact: _____

Sponsor Signature _____ Date _____

Thank you for supporting the 2017 Nutcracker Festival & participating in the Nutcracker Scavenger Hunt & Silent Auction

_____ Scavenger Hunt Participation: \$50.00

- \$50 participation fee (covers the prizes, cards, publicity)
- Hand out/make available "scavenger hunt cards" (also available online to download) for two weeks prior to the event
- Display an 8.5x11 acrylic photo frame with event info for two weeks before event
- Display one small element of the nutcracker (shoe, mouse, crown etc.) (to be provided/dropped off by CTD) near the frame all day on the 15th/16th
- "Stamp" scavenger hunt cards, indicating the guest went into your store on the 15th and/or 16th

Payment Enclosed \$50.00 **Date** _____

Payable to: ENCORE Youth Company, 15 Ketchum Street, Westport, CT 06880, Tax deductible, 501(c)(3) organization

_____ Donation-in-kind for silent auction: (\$_____) approximate value

Please drop off items/gift certificates Dec 4- Dec 8 (15 Ketchum Street, Westport) or arrange for pick-up

Description of donation (item(s) - service(s) - expiration date): _____

Please direct all inquiries to: Michelle Sperry, producerCTD@gmail.com, 203-246-8496

Logos should be e-mailed in full resolution to: EncoreYouthCompany@gmail.com

The above described are the opportunities available for sponsors to donate to the Nutcracker Festival. As a condition to participating in the Nutcracker Festival, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all claims for damages resulting from the cancellation of the event for any reason whatsoever. As a further condition of participation, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all liabilities for any injury or loss resulting from cause incurred during the event.