

# ALL: Special Event Participation Form for the Alliance of Downtown Glen Ellyn Events

The Alliance of Downtown Glen Ellyn is comprised of dedicated business owners with a goal to be an economic driver for the central business district and to create Glen Ellyn as a destination for Chicagoland.

There is no direct cost to participate in events, however we ask you to be a member of the Downtown Glen Ellyn Alliance. Our goal is to increase foot traffic and sales by marketing promotions and planning events that heighten awareness and visibility of Downtown Glen Ellyn.

Please provide your contact information and check which events you are interested in participating. Not all events are designed for every business. Submitting this form does not guarantee availability.

Please text/call 630.943.0643 or email Dawn Smith at [Director@downtownglenellyn.com](mailto:Director@downtownglenellyn.com) with any questions.

BASSET Certification Link: <https://www.illinoisbassetcertification.com/>

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\* Indicates required question

1. Company Name \*

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2. Contact Name \*

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3. Email \*

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4. Please mark all events you are interested in participating. Please email or text with any questions!

**RESTAURANT- Illuminated Concert- Sept 18**

*Check all that apply.*

☐ Alliance Restaurant Recipient: accept the \$20 dining voucher as cash. Each is given with a paid ticket at event. Must be redeemed within 30 days from concert date, Sept 18. A check will be cut post 30 days for FULL reimbursement. 200 vouchers will be passed out. Your restaurant will be listed on the voucher, website and email.

5. **RETAILER- Witches Walk - Thursday, Oct 9th. 5-9pm.**

*Check all that apply.*

☐ Alliance Retailer will provide a "witch's brew" of choice (an alcoholic beverage and non-alcoholic). Store provides a Basset certified pourer. You can receive a BASSET Certification by taking an on-line quiz (\$13 cost) which is good for 3 years. Serving alcohol is optional. The Alliance will look for Halloween entertainers for storefronts. Your information will be listed on the map, website, and be given a registration list for your storefront with wristbands to ID and distribute.

6. **SERVICE- Witches Walk Beverage Sponsor- Thursday, Oct 9th. 5-9pm.** I would like to Sponsor this event by interacting with guests and pouring alcohol at a retail location. I will get my BASSET Certification by taking an on-line quiz. You will be given a location at a retailer to include a spot on the beverage table for your marketing signage, and if you wish to distribute marketing items. You will also be on the poster, eblast & website as a beverage sponsor.

*Check all that apply.*

- ☐ FREE Benefactor Sponsor (Included)  
☐ \$100 Alliance Member  
☐ \$250 Non-Alliance Member

7. **RETAILER- Witches Walk & Ladies Night Out Question** for Retailers! Each guest can receive only so many oz of wine throughout the evening. If we make the servings smaller, guests can get wine at more locations. As a retailer, would you prefer to serve:

*Check all that apply.*

- ☐ Three servings of 5oz glasses of wine. Guests receive alcoholic beverages in 3 locations, each marked on their wristband. The rest would be non-alcoholic.
- ☐ Four servings of 4 oz of wine
- ☐ Five servings of 3 oz of wine
- ☐ Other: \_\_\_\_\_

8. **RESTAURANT- Witches Walk- Food & Beverage:** Please provide below. If you would like to be included on the website and emails as a participating location. Submit your discount, offer or other. This could be for before or after the event.

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9. **RETAIL- \*NEW, Vintage & Makers Market-** Sunday, October 12 10am-4pm

*Check all that apply.*

- ☐ FREE for all Glen Ellyn Alliance Retail Members, located in metra lot off Main, drive up to unload, bring tent & table. There will be mobile food, live music.

10. **RESTAURANT- Halloween Trolley** Sunday, October 26. I would like to be included in marketing and below is my dining offer to be included on the website & emails. This is adult & family oriented.

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11. **RETAILER- Ladies Night Out** - Thursday, Nov 6 & 13. 5-9pm.

*Check all that apply.*

☐ Alliance Retailer will provide a beverage of choice (an alcoholic beverage, optional, and non-alcoholic). Bites of your choice are mentioned and recommended to be served. Store is to provide a Basset certified pourer. You can receive a BASSET Certification by taking an on-line quiz (\$13 cost) which is good for 3 years. The Alliance will reimburse \$100 per storefront if serving alcohol. Your information will be listed on the map, website, and be given a registration list for your storefront with wristbands to ID and distribute.

12. **RESTAURANT- Ladies Night Out- Food & Beverage:** Please provide below. If you would like to be included on the website and emails as a participating location. Submit your discount, offer or other. This could be for before dining/beverages for after the event.

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13. **SERVICE- Ladies Night Out Beverage Sponsor-** Thursdays, Nov 6 & 13. 5-9pm. I would like to Sponsor this event by interacting with guests and pouring wine at a retailer location and passing out wristbands. I will get my BASSET Certification by taking an on-line quiz. You will be given a location at a retailer to include a spot on the wine table for marketing signage, and if you wish to distribute marketing items. You will also be on the poster, eblast & website as a beverage sponsor. Please confirm which date/s.

*Check all that apply.*

- ☐ FREE Benefactor Sponsor (Included)  
☐ \$100 Alliance Member  
☐ \$250 Non-Alliance Member  
☐ Other: \_\_\_\_\_

14. **ALL- Holiday Gift Giving & Holiday Dining Guide E-Flipbooks.** Please submit image, verbiage and hyperlink. Deadline is Nov 10th. An additional email/form will be sent out. All Alliance members are welcome to submit.

Please start my page and email me the form:

*Check all that apply.*

- ☐ Retailer  
☐ Restaurant  
☐ Service

15. **ALL- Holiday Windows.** Please suggest a unified window theme for the holidays. We will photograph and make reels of the windows.

Windows should be decorated by Friday, Nov 28th.

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16. **ALL-** Promote to families as a FREE activity included with your service.

**Santa House** - Santa visits Saturdays & Sundays 10am-noon.

**Santa Mailbox** - Nov 28- Mid Dec. Children will receive an autographed response of our Santa if the Santa letter includes a home address.

*Check all that apply.*

☐ Volunteer- I would like to receive stationary & stamped envelopes to write responses as Santa to the children.

17. **RESTAURANT- Holiday Trolley** Sunday, October 7 & 14. I would like to be included in marketing and below is my dining offer. This will be included on the website & emails. This is adult & family oriented.

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18. **RESTAURANT- Ugly Sweater Dine Around** Wednesday, December 10, 5pm-10pm (times may vary from each location). Restaurants offer a menu of \$5-\$8 bites and sips. List smaller portions to fit the rate. Use menu items that have a quick turnaround out of the kitchen for guests to walk to multiple locations. Sharable or small portions are recommended. Tables should turn over quickly. We will only accept pre-registration to let the restaurants know expected headcount and to provide light-up necklaces.

Guests will choose which restaurant to start. From there they can walk around according to the map. Each restaurant will receive a registration list of names, maps and a light-up necklaces to pass out for each registered guest.

We do not guarantee tables. It is a first come first serve or standing option. Consider when thinking of your menu choices. Ill ask closer in your menu.

**Restaurant locations: How many guests can your location start with?**

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19. Please provide any comments or suggestions

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