



20th Anniversary Solomons Christmas Walk

Join us this landmark year.... the best Walk ever!

Dear Solomons Business Association Member,

We are gearing up for the 20th year of our spectacular Christmas Walk and Boat Light Parade. We look forward to the best Walk ever, and intend to attract a record number of attendees. In order for that to happen we need your participation and help. If you've never joined us, we hope this will be the year. Please think of a creative way to promote your business. Historically, we've found that the cost of participating in the Walk may be the best money you'll spend on advertising all year long. Here are some of the particulars:

Dates: December 10 and 11, 2004. Participating businesses are open during those 2 days and from 6 until 9 p.m. both nights. Friday evening we have many events for children and on Saturday evening we have the Boat Light Parade, which is handled by Solomons Island Yacht Club.

Cost: For SBA members, the cost is \$125. For non-members it is \$175. Sponsors (businesses who want to help promote the event, but who will not be open those evenings) may donate any amount over \$100 and receive some level of recognition as well as inclusion in advertising. All businesses PAID in full by the September 21 deadline will be included on the map that is distributed for the Walk. Please note that all the fees collected are used directly for promoting and running the Walk.

Christmas Gala Celebration (benefiting the SBA): Thursday, December 9, from 6 until 8 p.m. at Carmen's Gallery. This is the second year that this fundraiser for the SBA will be held. We had LOTS of fun and good food and drinks last year. We expect there will be even more excitement about the event this year. ***You do NOT have to be an SBA member to attend, so spread the word to anyone you think might be interested.*** Also, we're looking for items for a silent auction on that evening as well as food donations for the cocktail party. Please consider giving us something of interest and benefit the SBA at the same time. Ticket price is \$25 per person.

Deadlines: In order to be a participant in the Christmas Walk, **please return the enclosed registration form along with your payment by September 21.** This will allow us to get the map printed and ready by Patuxent River Appreciation Days (P.R.A.D.) Anyway, why wait?!



Committee members needed: We're looking for a few volunteers to help coordinate the event this year. Among other things, we need a Public Relations person to get out press releases, etc. Also, we always need volunteers to distribute maps, decorate the community park, help with some of the events, coordinate luminaria, and on and on. Please consider helping. We're all busy and with a little extra help, everyone's job is easier. Call me at 410.326.2549 or email me at carmensgallery@aol.com if you'd like to help in any way. I'll wait for your call!

Entertainment: We encourage all businesses to offer some type of seasonal entertainment or interesting activity. Businesses handle their own arrangements, but if you let us know what you've planned, we'll definitely include it on the schedule of events that we print.

Again, thanks for your interest and participation. I look forward to working with you.

Sincerely,

Carmen Nance Sanders, Chair
Solomons Christmas Walk Committee



20th Anniversary Christmas Walk Registration Form

Business Member Name: _____

Address: _____

Organization/Business Name: _____

Phone Number & Contact Person: _____

E-mail address: _____

If new business, approximate number of luminaria needed for front of business: _____

I would like to participate in the 20th Annual Christmas Walk as indicated below:

Participant (open during the Walk) \$125 SBA Member \$175 Non-SBA Member

Sponsor (not open during the Walk) \$750-\$1,000 Gold Level Sponsor (*name/logo on map front*)
 \$500-\$749 Silver Level Sponsor (*name on map front large font*)
 \$250-\$499 Bronze Level Sponsor (*name on map front small font*)
 \$100- \$249 Santa's Helpers (*name on map reverse with Santa*)

Participant and Sponsor (Check appropriate boxes above)

Christmas Gala Tickets (\$25 each) Number of tickets: _____

Enclosed is my check in the amount of \$_____ made payable to *Solomons Business Association*.

Planned events during the Walk (please include times, if possible): _____

Brief description of your business as you would like it to appear on the map:

If you have any questions, please email Carmen at carmensgallery@aol.com or call 410.326.2549.

Thanks for **returning this form by September 21** to: SBA – Christmas Walk Committee

P.O. Box 724 Solomons, Maryland 20688