



Dear business owner/manager,

As some of you are aware, there have been some changes in the events that happen in our little town. One of these is that the Town Council has voted on not having a Parade of Lights. This decision has not stopped some of the local organizations and members of others from putting on a Winterfest and Holiday Magic Events that will still coincide with the driving around of Santa and the tree lighting. As in years past this is a time for the local business and organizations to bring in the community for some fun and activities in your place of business. To bring some holiday cheer to the town on this day, we will be working with local choirs, bands, musical acts, and characters to be in and around local businesses, while crafters and vendors will be in the Old Downtown area to keep that small town feel.

There are some business activities that we will be interested in knowing if you would like to be involved, including window decorating and family/kid's activities. Please see the second page for the form.

Please save the date for the Winterfest/Holiday Magic Events:

Dec. 4th, 2021

11am-8pm

Full schedule of events to coming soon.

Sincerely,

The Lowell Chamber of Commerce

And

The Lowell Labor Day Festival Committee

Questions or inquiries please email one of the following.

sec@lowellinchamber.com

lowellldf@gmail.com

or feel free to call Joeilynn @ (219) 313-3274 or Deana @ (219) 746-3619



Please see the form and options below. As we are hoping that all the local businesses participate in some way, if there is any questions or things that can be done to help with your being able to participate, please contact us.

Please choose any/all the activities that you would like to be involved in. As we want to ensure that there are not too many repeat activities going on at different locations at the same time, please list the type of activity (give away, decorating activity, etc.) that you are interested in or planning on having.

Business Name: _____

- In business activity (please list activity) _____
- Window decorating contest (special trophy for the winner)
- Walk through display of float/item (to be set up behind downtown areas for review)
- Sponsorship (Sponsorships to be used for contest winnings, marketing, and special community activities for future fests.) Please see levels on page 3.

Signature: _____



SPONSORSHIP LEVELS

Elf (\$50 level)- Thank you certificate

Reindeer (\$100 level)- Thank you certificate and Social Media mention

Mrs. Claus (\$250 level)- Everything Elf and Reindeer get, PLUS... logo on Social Media platforms and name on banners and signage.

Santa Claus (\$500 level)- Everything from above PLUS... LOGO on banners and all other forms of media print. Special signage at the Candy Cane hunt.