



BUSINESS ASSOCIATION

post office box 33342 portland, oregon 97292 www.metba.org

# Four Frosty Fridays *in Montavilla.*

... are returning to Montavilla  
with 4 weeks of holiday promotions  
from December 2 to 23!

**Deadline to Participate: Thursday, November 17!**

## What are **Four Frosty Fridays**?

Four Frosty Fridays includes the following events:

- Friday, December 2** (First Friday) A lighting of the district at 7 p.m., featuring exterior lights on participating businesses in the district, and Official Kick Off of the **Passport to Montavilla**. (We encourage you to serve cookies and hot cocoa and to promote this to your customers!)
- Friday, December 9** **Holiday Bazaar** at Trinette's Former Location Friday through Sunday
- Friday, December 16** **Party with Santa** at Trinette's Former Location. We will also have gift wrapping available and live music.
- Friday, December 23** A screening of a holiday-themed movie at the Academy Theater  
Announcement of the winners of the **Passport to Montavilla**.  
(Be prepared for the people who get turned away from this event. Stay open a little later this night and have refreshments on hand.)

## What is **Passport to Montavilla**?

The **Passport to Montavilla** starts on **Friday, December 2** and will continue throughout the **Four Frosty Fridays** in which we'll be featuring holiday activities on the four Fridays from **December 2 to 23**. The **Passport to Montavilla** will run from December 2, with prizes awarded on the evening of December 23.

We will promote the event with professionally designed passports, posters and postcards and print newspaper advertising. All of these activities are designed to drive foot traffic up and down Stark Street from I-205 East to SE 76<sup>th</sup> Avenue. All METBA storefront businesses are encouraged to participate!

## Passport to Montavilla Details

The **Passport to Montavilla** is a contest that invites participants to visit each business and collect a stamp on their Passport with the goal of filling it with stamps. Once filled, the passport can then be entered into a contest to win prizes in the form of gift certificates from area businesses. Participants in the **Passport to Montavilla** can start at **any of the participating businesses**. They just need a passport to begin.

### Event Goals

Our goal is that we get people to open their eyes to all of the great businesses in our area while also getting out and about. This event will break down that intimidation and make it more likely that the participants will come back to shop, eat, watch a movie, or pay for a service in the future. Purchases will not be required.

### What we will do:

1. Collect prizes from Participating Businesses who will donate prizes that will be won by participants. (each participant gets an entry into the drawing) Prizes awarded to those with the most businesses stamped in their passport.
2. Light up the street and kick off the **Passport to Montavilla** during First Friday (Frosty Friday #1) **December 2**. And the **Holiday Bazaar December 9-11**
3. Promote the **Four Frosty Fridays** with posters, postcards, the passport and print ads, social media and press releases.
4. Collect Passports and hold a drawing at the **Holiday Movie Event** (Frosty Friday #4) on **December 23**.
5. Post winners on a Leader board and Picture board at Frosty Friday #4 on **December 23<sup>rd</sup>** and via public relations and social media efforts.

**Due Date to participate is Thursday, NOVEMBER 17<sup>th</sup>**

### What's In It for You:

1. Increased traffic (and sales) in your business for the holidays.
2. A spillover effect of increased sales in the New Year from people who previously had never visited your business.
3. Listing on the **Passport to Montavilla** and **Four Frosty Friday** marketing collateral.
4. Fun, festivities, and collaboration with your business district neighbors.

## How to Participate:

1. Fill out the form below.
2. Contribute \$40 or a prize for the Drawing of at least \$25 Value and \$25. (Gift Cert, Service, Prize)

**Please note: You must be a Montavilla East Tabor Business Association (METBA) member to take part.** Membership dues are \$50. (You do not, however, need to be a member to sponsor these events. See below.)

## What we need from METBA Businesses:

Please contribute the following as prizes or prize money for these events:

- \$40 cash
- \$25 or greater gift certificate/prize + \$25 Cash

If your business is not current with dues, please include the following as well:

- METBA Dues** - \$50

### **Sponsorship Opportunities**

- Yuletide Sponsorship** - \$500 (get your large logo under “Sponsors” on the poster and passport)
- Snowflake Sponsorship** - \$250 (get your small logo under “Sponsors” on the poster and passport)
- Mistletoe Sponsorship** - \$100 (get listed under “Sponsors” on the poster and passport)

**Business name:** \_\_\_\_\_ **Type of Business:** \_\_\_\_\_

**Owner:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Contact Person(s):** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Does Your Business Have a Facebook Page?**    YES       NO

Print out this form and mail your check (payable to METBA) to:  
**METBA, P.O. Box 33342, Portland, OR 97292.**

If you have any questions about the [Passport to Montavilla](#) or would like to **volunteer** to help with **Four Frosty Fridays**, contact Abu at [salon419@gmail.com](mailto:salon419@gmail.com) or 503-913-5211 or Alema at 503-318-5741.

For information about the **Holiday Bazaar** on December 9, please contact Alema at 503-318-5741 or [metbaevents@gmail.com](mailto:metbaevents@gmail.com).

For information about lighting your building for the holidays, contact Alema at 503-318-5741 [metbaevents@gmail.com](mailto:metbaevents@gmail.com) or Ty DuPuis at 503-254-5035 or [tydupuis@comcast.net](mailto:tydupuis@comcast.net).