



October 2011

The 2nd annual 24 HoliDAYS on 24th Street - an event which created so much holiday retail buzz last year for Noe Valley merchants - is coming up! We are developing a calendar of events and performances and we want to include YOUR in-store holiday parties, festive events, in-store demonstrations etc so that we can help you promote your business. The goal: each day between December 1st and 24th will highlight two or three merchant events or offerings coupled with street entertainers and more to motivate shoppers to visit 24th Street.

We will publish a calendar of holiday events and performances on 24th Street including visits with Santa, hayrides, live reindeer, carolers, dancers, a wine walk and independent musicians and performers – AND your store events!

How 24 HoliDAYS on 24th Street will be marketed:

Banners on street poles and at the parklets, attractive event calendars for customers available at participating merchants listing events and promotions for the entire period, posters, and postings on social media venues. The NVMPA and NVA have secured sponsors to partially defray costs.

Additional sponsorships are needed to maximize this event and add the kinds of music and attractions that will bring shoppers into Noe Valley businesses; please contact Meagan Brown at Edward Jones, 415-282-4079.

24 HoliDAYS on 24th Street is being offered to you for FREE; all you have to do is participate by offering **a holiday event, demonstration, festive party, special holiday menu etc** which will help drive traffic to your store along with the entertainment, hayrides, street performers, musicians, holiday wine walk, neighborhood tree holiday lights, decorations etc. paid for by the NVMPA and NVA.

How to Participate!

In-store events such as a trunk show, demonstration, or art project, using product to showcase what you have to offer in your store – or – creating a festive event which adds value to the experience of shopping in your store. You may also wish to add holiday discounts or coupons. Whatever best highlights your business.

Important:

The deadline to have your event, party or offer included in printed promotional materials is Monday, November 7th.



The 2nd annual 24 HoliDAYS on 24th Street event is co-produced by the Noe Valley Merchants & Professionals Association (NVMPA) and the Noe Valley Association - a Community Benefits District (NVA-CBD).

www.noevalleymerchants.com
www.noevalleyassociation.org



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A Community Benefit District
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