



## Spectacular Spring - Red Balloon Event Levels of Participation

Levels	Basic	Passport Station	Prize Sponsor
<b>Participation Requirements</b>	1) Provide an activity for the public.	1) Provide an activity for the public. 2) Stamp passports for visitors when they visit your store. 3) Provide a gift certificate, or physical item, valued between \$25 and \$50. This will be used for the passport drawing.	1) Provide an activity for the public. 2) Stamp passports for visitors when they visit your store. 3) Provide \$125-\$150 in gift certificates, or physical items, for the grand prize passport drawing or for the Red Balloon drop. *certificates will be divided into various smaller increments.
	<b>Benefits</b>	<b>Benefits</b>	<b>Benefits</b>
<b>Business name &amp; activity listed on schedule</b>	✓	✓	✓
<b>Red Balloon at store front</b>	✓	✓	✓
<b>Listed on BID website with details</b>	✓	✓	✓
<b>Logo in passport</b>		✓	✓
<b>Special recognition on schedule/map as a passport location</b>		✓	✓
<b>Business name on the flyer as a sponsor</b>			✓
<b>Logo on schedule/map</b>			✓
<b>Recognition at the end of the day during the prize drawing.</b>			✓
<b>Passport pick up and drop off location noted on the schedule/map</b>			✓ (optional)
<b>Max # of Participants</b>	No limit	25	15

All Participating business have the option of providing 50 coupons for the shopping bag giveaway. Businesses will need to provide the certificates two weeks prior to the event. Merchants are responsible for printing and delivering coupons. Deadline is April 29.