

**Deadline To Register For Somerville Sampler Day 2007 is  
Friday, August 24th**

August 6, 2007

To: Downtown Somerville Business Owners  
From: Somerville Sampler Day Committee  
Re: Somerville Sampler Day – Saturday, September 15, 2007

<p>The 3<sup>rd</sup> Annual Somerville Sampler Day will be on Saturday, September 15, 2007 from 10 am – 5 pm.</p>
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Somerville Sampler Day is a day designed to feature Downtown Somerville stores, restaurants and services. The purpose of Somerville Sampler Day is to give people “a sample” of what our town has to offer.

Last year’s Sampler Day was a great success with so many businesses participating. In order to keep the event growing we need **EVERY BUSINESS OWNER to participate this year!** There is no fee to participate. A downtown-wide permit will be obtained allowing each business to display and sell merchandise in front of their business for the day.

Last year we had restaurants providing food tastings, musical performances, a historic Main Street walking tour, sidewalk sales, free appraisals from the antique stores, demonstrations and more. You can do whatever you want to do so that people get to know you and your business. Be creative! This is a great time to introduce your business to new customers before the holiday shopping season.

The Somerville District Management Corporation (DMC) will be marketing the event and is working with The Courier News to produce a special pull-out section that will promote the event. See attached for more information about advertising opportunities for businesses.

It is up to all of us to work together and make this a huge event by having everyone participate.

We need your response and what you are planning for that day by Friday, August 24. Because of the marketing and printing plans, we will not be able to accept responses after the 24<sup>th</sup>.

If you have any questions, please don’t hesitate to call:

Penny Milligan, The Hungry Hound, 927 9663  
RanD Pitts, Xpress Gear, 231 8933  
Cindy Nannen, The Back Door, 526 1175  
Rick St. Pierre, Verve Restaurant, 707-8655

Jan Kucsma, Big Little Railroad Shop, 685-8892  
Pat Mannion, Mannion’s Pub & Restaurant, 203-0700  
Cynthia Hollod @ Somerville DMC, 541 1600

# SOMERVILLE SAMPLER DAY – SEPTEMBER 15, 2007 SIGN-UP FORM

Business Name \_\_\_\_\_ Address \_\_\_\_\_  
Business Phone \_\_\_\_\_ Fax/email \_\_\_\_\_  
Business Contact \_\_\_\_\_

## For Stores & Service Businesses

What special event will you be doing?

- Sidewalk sale  Free Appraisals  
 Give-Aways \_\_\_\_\_ (describe)  
 Demonstrations/seminar \_\_\_\_\_ (describe)  
 Other \_\_\_\_\_ (describe)

Time for event \_\_\_\_\_

## For Restaurants:

**RESTAURANT TASTINGS WILL BE FROM 2 pm – 4 pm.**

We will give free samples at the following time(s):

- 2-3 pm  3-4 pm  2 -4 pm

Type of food \_\_\_\_\_

Please note: Restaurants that are giving food samples outside must obtain a free permit from the Health Dept. If food samples are inside your restaurant a permit is not required. If a restaurant is cooking outside with charcoal or propane, than a permit from the fire marshal must be obtained.

**ADVERTISING:** A special page pull-out section promoting Downtown Somerville and the event will be in The Courier News on Thur., 9/13 plus distributed via mail in the Courier News' Strictly Somerset to Somerville & Branchburg, and ads will be picked up online also.

\_\_\_\_\_ Yes, I am interested in advertising in the Courier News special section for Somerville Sampler Day (These rates apply only if you are participating in the event)

Eighth page (5"x2.75") \$135      Half page (10.125"x5.75") \$400

Quarter page (5" x 5.75") \$250      Full page (10.125" x 11.5") \$750

(Rates, except for full page, are B&W. Other sizes are half price color)

Please contact Sue McCooe, Account Executive, at Courier News, 707-3266, to reserve space and for more information.

Please fill out this form and return by Friday, August 24<sup>th</sup>. You can fax it to 927 9673, call in your form to Penny at The Hungry Hound 927 9663 or email Penny@TheHungryHound.com