

**The 5th Annual Somerville Sampler Day will be on
Saturday, July 18, 2009 from 11 am – 7 pm**

Deadline To Register For Somerville Sampler Day 2009 is Wednesday, June 24th

June 15, 2009

To: Downtown Somerville Business Owners
From: Somerville Sampler Day Committee
Re: Somerville Sampler Day – Saturday, July 18, 2009

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 great downtown has to offer.

Prior year’s Sampler Days have been a great success because so many businesses have participated. 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.

Successful Traditions of Somerville Sampler Day

- Extending the event until 7 p.m. to get additional visitors, particularly Saturday night diners
- More live music throughout the downtown – until 9 p.m.
- Restaurant tastings
- Sidewalk sales throughout the downtown
- Antique Row – Division Street closed for special events throughout the day
- Demonstrations, give-aways, special programs, 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 next holiday shopping season.

The Somerville District Management Corporation (DMC) will be marketing the event. ***In addition, each business should reach out and bring their customers to the event for the day so they can experience the entire downtown.***

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

**Great
News!**

THERE ARE NO ADVERTISING COSTS TO BUSINESS OWNERS THIS YEAR!

The DMC will be running ads highlighting participating businesses.

IMPORTANT: We must have your response and your event details NO LATER THAN Wednesday, June 24th. After 6/24 we cannot guarantee that your business will be included in the marketing of this ever-growing event.

Participating businesses need to be set-up by 10:45 am. Restaurants offering tastings need to be ready 15 minutes prior to the advertised time of your tastings. If you have any questions, please don’t hesitate to call.

Ran D Pitts at Xpress Gear – 231-8933

Cynthia Hollod at Somerville DMC – 541-1600

SOMERVILLE SAMPLER DAY – July 18, 2009 SIGN-UP FORM

Deadline To Register For Somerville Sampler Day 2009 is Wednesday, June 24th

Business Name _____ Address _____
Business Phone _____ Fax _____
Business Contact _____ Email _____

For Stores & Service Businesses:

What special event will you be doing?

- Free Appraisals for _____ (what kinds of items?) From _____ to _____ (time)
 Give-Aways _____ (describe) From _____ to _____ (time)
 Demonstrations/seminar _____ (describe) From _____ to _____ (time)
 Other _____ (describe) From _____ to _____ (time)

Sidewalk sale, 11 am – 7 pm Note: All participants are requested to be ready by 10:45 am and stay set up until 7 pm.

For Restaurants: Restaurant Tastings will be from 2 pm – 4 pm.

My restaurant will be offering tastings from:

- 2-3 pm 3-4 pm 2-4 pm 1-5 pm _____ (other-please list)

Tasting charge: Free \$1 \$2 (select one)

Description of Tasting being offered: (please give details) _____

5-7 pm \$19.09 Somerville Centennial Celebration 3-course prix fixe dinner

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, then a permit from the fire marshal must be obtained.

Marketing of Sampler Day

The Somerville DMC will be advertising the day through advertisements in the Courier News, signage, press releases, internet and posters. A schedule of events will be produced and distributed to each business for the event.

Each business needs to do their part to promote the event to its customers – invite your customers to come back to your business for Sampler Day, email them, and post it on your website.

Sampler Day Raffle

YES! I would like to donate a \$25 gift certificate from my business for a Sampler Day raffle run by the Somerville DMC.

Please fill out this form and return by Wednesday, June 24th. The form can be dropped off to RanD Pitts at Xpress Gear (84 West Main Street) or faxed to the DMC office at 908 541-1605

REMEMBER
YOU MUST HAVE THIS FORM IN BY JUNE 24TH TO
GUARANTEE BEING INCLUDED IN ADVERTISING FOR THE EVENT!