

# Gallatin Retail Businesses:

Want to be a part of a long standing  
Gallatin Holiday Tradition?

Be a part of the Holiday Tinsel & Treasures, a Gallatin Retail  
Merchant's Open House Weekend!

**GALLATIN RETAIL MERCHANT'S  
OPEN HOUSE WEEKEND**  
2nd Saturday & Sunday in November



Holiday  
**Tinsel  
& Treasures**

Saturday, November 14th, 2015 10am to 5pm &  
Sunday, November 15th, 2015 12pm to 5pm

## **Sign Up Today!**

If you are a Gallatin Retail Business, have a store front and wish to participate or have questions, please contact the Gallatin Area Chamber of Commerce 615.452.4000 or email [info@gallatintn.org](mailto:info@gallatintn.org).

**Deadline for participation is October 1st, 2015.**

# Gallatin's Annual Retail Merchant's Christmas Open House

## "Holiday Tinsel & Treasures"

#LocalLove  
#GallatinTN

### **Q: What is the Holiday Tinsel and Treasures Event?**

**A:** Gallatin's Annual Retail Merchant's Christmas Open House Weekend, now known as Holiday Tinsel & Treasures, has been a tradition for over 45 years. Local retail merchants open their doors the 2nd weekend in November every year to shoppers allowing them the chance to start their Christmas shopping early. It is a great opportunity for Gallatin retail businesses to get a jump start on sales before Black Friday or Shop Local Saturday.

### **Q: When is Holiday Tinsel and Treasures Weekend?**

**A:** It has been the 2<sup>nd</sup> weekend in November for over 45 years. This year's event is Saturday, November 14<sup>th</sup> from 10AM to 5PM and Sunday, November 15<sup>th</sup> from 12PM (Noon) to 5PM.

### **Q: What is the cost to be affiliated with Holiday Tinsel and Treasures?**

**A:** \$50 per business plus either 2 - \$25 gift certificates or 1 - \$50 gift certificate. The \$50 is used for advertising for the event. The advertising dollars are spent on newspaper and magazine ads, banners, printing costs for the event programs/maps, signage, posters, radio ads, and an advertising mailer. The gift certificates are split between TWO SHOPPING SPREE WINNERS. About the Shopping Spree: A box will be provided to you for entries at the event. These entries will be collected after the event and 2 people from the entries will be drawn for the Shopping Sprees. This guarantees a return to your business and most likely a sale of over the certificate amount. We also create a mailing list for you from the entries in this Shopping Spree. You may use this list for future advertising for your business.

### **Q: What do I get as a participating business?**

**A:** A yard sign to advertise your participation (if you do not already have signage), a listing on the Gallatin Chamber website, group newspaper advertisements, recognition on the participation Map and program provided by the Gallatin Chamber, posters to advertise in your business, a customer base list of all shoppers who register in each business, recognition on Facebook and on any other form of advertising done. (Keep in mind, advertising dollars are based on the number of business participants. i.e. 10 participants only equals \$500 in advertising dollars. Please encourage other retail businesses to participate.)

### **Q: What is expected from participating businesses?**

**A:** We asked that your business be open on BOTH days during Open House hours, participate in handing out brochures, collect contest entries and deliver them to the Chamber office after the event, post advertising posters, market the event on your own website and Facebook page, etc. Businesses also decorate for the holidays and serve refreshments, if they desire.

### **Q: When is the deadline to sign up to ensure that my business is included in all forms of advertising?**

**A:** OCTOBER 1st, 2015 for ALL advertising and OCTOBER 16th, 2015 limited advertising.

### **Q: Who do I contact to participate or for more information?**

**A:** Claire or Zena at the Gallatin Chamber of Commerce 615.452.4000 or [info@gallatintn.org](mailto:info@gallatintn.org). Your payment of \$50 and a completed participation form must be received at the Gallatin chamber by October 1st, 2015. Checks may be made to: Gallatin Chamber of Commerce; Mail to: Gallatin Chamber of Commerce, 118 West Main Street, Gallatin, Tennessee 37066

Gallatin Tinsel & Treasures  
Saturday, November 14th & Sunday, November 15th, 2015

PARTICIPATION INFORMATION

(PLEASE FILL OUT & RETURN WITH YOUR PARTICIPATION FEE)

BUSINESS NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ BUSINESS PHONE \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WEBSITE \_\_\_\_\_

EMAIL \_\_\_\_\_ CELL \_\_\_\_\_

(WILL NOT BE PUBLISHED)

(WILL NOT BE PUBLISHED)

NORMAL BUSINESS HOURS \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

DO YOU NEED A YARD SIGN? \_\_\_\_\_

DO YOU HAVE ROOM FOR A BANNER? \_\_\_\_\_

If yes, where? \_\_\_\_\_

DO YOU PLAN TO BE OPEN ON SATURDAY FROM 10AM TO 5PM? \_\_\_\_\_

If not, why not? \_\_\_\_\_

DO YOU PLAN TO BE OPEN ON SUNDAY FROM 12PM TO 5PM? \_\_\_\_\_

If not, why not? \_\_\_\_\_

DO YOU HAVE A FACEBOOK PAGE? \_\_\_\_\_

If yes, please provide the link: \_\_\_\_\_

DEADLINE FOR PARTICIPATION: OCTOBER 1st, 2015 for ALL advertising and  
OCTOBER 16th, 2015 limited advertising.

Participation fee:

\$50 (plus 2 - \$25 Gift Certificates or 1 - \$50 Gift Certificate)

Make Checks Payable to: Gallatin Chamber of Commerce

Mailing Address:

Gallatin Chamber of Commerce  
118 West Main Street  
Gallatin, TN 37066

#LocalLove  
#GallatinTN



facebook.com/GallatinTinselandTreasures