

Winter Wonderland Window Decorating Contest

WHAT:

The Downtown Development Commission (DDC) is pleased to announce the Winter Wonderland Window Decorating Contest. The contest will provide an opportunity for downtown businesses in the DDC primary and secondary districts and non-profits, schools/clubs, and organizations to create a window display and be eligible for prizes.

WHY:

To decrease vacant store-front windows, enhance existing business windows, and provide opportunities for promotion and awareness of businesses and community groups.

WHEN:

All participants must submit a registration form and a current W-9 by 4pm Friday, September 23rd. \$100 in seed funding will be provided to each participant by Monday, October 10th. Displays must be completed by 5pm on Monday, November 21st. A public vote for windows will run November 21st - December 31st. Winners will be notified the week of January 2nd, 2023.

WHO:

Downtown businesses in the DDC primary or secondary district, and any non-profits, organizations, and schools/school clubs are eligible to participate.

PRIZES:

There will be two categories of winners – businesses and non-profits/organizations/school groups. First, second and third place prizes will be awarded in each of the two categories (six prizes total).

- **First Prize - \$750 marketing package of your choice**
- **Second Prize - \$500 marketing package of your choice**
- **Third Prize - \$250 marketing package of your choice**

Winners will choose how they would like to spend their marketing dollars and the DDC will pay the vendors directly. Examples include: radio advertising, newspaper and magazine ads, printed materials such as brochures and signage, website design or refresh. Prize money can be spent with multiple vendors.

DETERMINATION OF WINNERS:

Contest winners will be determined by a public vote between November 21st & December 31st.

CONTACT melinda.kelleher@cumberlandmd.gov FOR REGISTRATION FORM!