



Downtown Salinas Chocolate Walk

A Sweet Way to Help Special Kids Reach for the Stars



Business Registration Form ★ Sponsorship: \$30

Registration deadline: January 6, 2020 or earlier, if spaces fill!

Interested in supporting Special Kids Connect by being a Chocolate Walk location?

Here are a few tips to make the most of the event:

- ★ Get creative! Make your chocolate offering memorable. The absence of a food license does not put you at a disadvantage. Pre-wrapped chocolates can be offered in a decorative, fanciful and award-winning manner.
- ★ To make the most of increased foot traffic on Chocolate Walk day, consider successful tactics used in other Chocolate Walks:
 - Position your chocolate offering table in the center / back of your establishment, to showcase your establishment's other offerings.
 - Offer special discounts on the day of the event or provide "future-use" coupons for shoppers to redeem on a future visit.
 - Create a "selfie" photo station near your chocolate offerings. A prize is awarded for the best social media post!

Business Name: _____

Contact person: _____

Business Address: _____

Mailing Address (if different from above): _____

Phone Number: _____

Email Address: _____

IMPORTANT!
Participation is limited to the first 25 businesses who register with payment.

I will be participating in the Downtown Salinas Chocolate Walk and agree to the following:

- ★ My business will be prepared to offer 200 chocolate-themed giveaways on Sat., Feb. 8 from 11 am to 3 pm.
- ★ I agree to place a Downtown Salinas Chocolate Walk location poster (provided by Special Kids Connect) in my place of business in the weeks leading up to, and on the day of, the event.
- ★ My chocolate-themed offering will be suitable for *all* ages (no alcohol, tobacco, cannabis, etc.).
In addition, I agree to prominently communicate the presence of nuts or other known allergens in my treats.

Yes! I would like to be considered as one of three Passport Distribution / Collection stations on the day of the event. *Checking this option does not guarantee that your location will be selected.*

If I am selected, I agree to the following:

- ★ I will allow a Chocolate Walk staff person to handle the distribution/collection of passports in my location for the duration of the event.
- ★ I will donate a gift basket/gift certificate valued at \$100 or more to be awarded to a Chocolate Walk prize-winner.
- ★ I will have my award on display at my place of business, with appropriate signage, to indicate its association with the day's event.
- ★ The winner of my basket will be able to pick up their prize at my location the week after the event.

I am interested in having the Chocolate Walk committee provide volunteer support at my place of business on the day of the event to stamp passports and hand out my chocolate treats.

Mail form with check for \$30 payable to Special Kids Connect, 1900 Garden Rd. Suite 230, Monterey CA 93940
For more questions, contact Lori Luzader at lori@specialkidsconnect.org or call (831) 372-2730.