

FIRST ANNUAL DOWNTOWN COVINGTON HOLIDAYS
WINDOW DISPLAY COMPETITION

We invite downtown retailers to participate in the Covington Business Council and the Northern Kentucky Chamber of Commerce's first annual downtown holiday window display program. If you would like to participate, please complete this form and fax it to 859.431.5134, or drop it off at the CBC office located at 501 Madison Avenue. There is no cost for participation. Windows must be ready by 5.00pm on Thursday, November 6th as judging will begin that night, with the winners to be announced the next night at the Spotlight on Madison Avenue event after party at the Avenue. Winners will also be announced to the media with a press release and through sponsor publications.

WHY PARTICIPATE?

To increase traffic to local participating retailers
Celebrate the creativity of the holidays
Promote the downtown business district as well as the Northern Kentucky Chamber of Commerce and the Covington Business Council.

CONTEST RULES

1. **FEE** No fee for participation. To participate, this form must be returned by October 31, 2008.
2. **DISPLAYS** Participating merchants need to have window displays finalized by November XX. Retailers will include the Spotlight on Madison poster as a part of their window display confirming their participation. Displays must remain in place until December 24.
3. **JUDGING** Judging will take place on Thursday, November 6, 2008, with the winners being announced at presentation Friday, November 7, 2008 at 8:00 at the Avenue.
4. **THEME** All windows should adhere to a "LIGHT UP THE NIGHT" theme. Use of light is all important. Participants will be judged on the following criteria: originality, concept, visual impact, creative use of light, merchandising of product or service, proportion, creativity and overall aesthetic.
5. **HAVE FUN!** Don't feel constrained by a red and green color scheme. Outrageous creativity is strongly encouraged!

We are happy to recommend local artists that can assist you in creating your window display. Questions? Feel free to contact Anne Schoenenberger at 859.962.4068

TO PARTICIPATE IN THE DOWNTOWN WINDOW DISPLAY CONTEST.

To enter the contest and become a participating merchant, complete the information and fax back to 859.431.5134 by October 31. Judging on Thursday, November 6.

Name of Business: _____

Representative: _____

Address: _____

Closest Intersection: _____ Phone: _____

Email: _____ Fax: _____