

king street marketing group

King Street and Shopping District Holiday Shop & Stroll December 11

The Holiday Shop & Stroll is a ticketed event to promote holiday shopping, familiarity and experiences downtown. More than 100 retailers will offer a night of shopping, holiday celebration and fun with complimentary refreshments, makeovers, trunk shows, specials and gifts.

Tickets are purchased online in advance or at the door
Registration and VIP Passport Pickup 4:30 – 6:00 PM
Shopping 5:00 – 8:00 PM
After Party 8:00 PM

The event takes place on Lower King Street, City Market, Charleston Place, King Street North of Market and Upper King. To distribute shoppers, registration and start up will take place in different zones. At registration, each participant receives raffle tickets and a VIP Passport for the event. VIP Passports contain your listing by geographic area promotion details.

To qualify:

- Offer a promotion specific to your business like a discount, gift, certificate or other opportunity exclusively available to ticket holder upon presentation of Passport
- Serve refreshments of your choice (guidelines are available)
- Send reservation form with required signup materials

To sign up:

- Complete registration form, attached
- Your \$150 participation includes
 - Participation in the event
 - Production and promotion of the event
 - 3.75" X 1.5" BW text listing in VIP Passport
- Pay via \$75 in non-expiring gift cards* and \$75 by check or credit card

Restaurants, theaters and other businesses may also participate. Email susan@kingstreetmarketinggroup.com to find out how.

* If you prefer to supply a gift to be promoted and raffled at the after-party, please email or call for details.

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King Street and Shopping District Holiday Shop & Stroll December 11 Enrollment Form

Business Name _____

Business Address _____

Primary Contact Name _____

Title _____

Phone _____

Email _____

List *at least two* contact names and emails to be notified of updates to the event

Name: _____ Email: _____

Name: _____ Email: _____

Credit Card Information (call 843.303.1113 if you prefer)

Card No. _____ Expiration Date _____

Security No. on Card _____

Name on Card _____

Billing Address on Card including Zip Code _____

Send this form to: KSMG, PO Box 22681, Charleston, SC 29403 or email to
susan@kingstreetmarketinggroup.com

Include check or credit card information with your entry. Gift cards and promotional details
must be received no later than November 1. Promotion of your business begins as quickly as you
reserve your spot.