



January 26 - February 28, 2010

Fall in Love (FIL) is a simple promotion, centered on the theme of "Fall in Love with Downtown Geneva." Each business only collects entry forms. You won't need to verify sales receipts, etc.

Objective:

- Bring shoppers downtown during the typically slow month of February
- Coordinate collection of email addresses for low-cost effective marketing

Contest: Shoppers who complete an entry form will be eligible for various prizes including an overnight stay at the Herrington Inn, Comfort Inn, Oscar Swan County Inn, dinner for two from downtown restaurants, and gift certificates from sponsoring retailers. Winners will be named on a weekly basis with a grand prize winner chosen in March.

Business Participation: Businesses can participate at one of two levels:

- **Sponsoring Business** - Prize donor* and contest entry location. Listed on campaign posters.
 - **Participating Business** – Contest entry location
- * Qualifying prizes include a meal for two from restaurants and from non-restaurant businesses the donation of a \$50 gift certificate.*

Return completed form to City Hall at 22 S. First St, or fax to the City Economic Development Department at 630-232-1494 by 5 p.m. on January 7, 2010.

Place a check if you are interested in being a Participating Business or a Sponsoring Business:

_____ **Participating Business** – As the owner/manager of a Participating Business listed below, I agree to:

- Display a poster in a prominent location in my establishment and/or in the window
- Make copies of entry forms for my customers and keep a supply at the cash register to hand out
- Promote the contest to my customers by distributing entry forms and asking for participation
- *Submit all completed entry forms and the collection box provided by the City to City Hall by noon on March 2, 2010.* Forms may be brought in or, placed in a well-marked envelope in the utility bill payment box located at the northwest corner of City Hall.

_____ **Sponsoring Business – optional** Restaurants who donate a meal for two; non-restaurant businesses donating a minimum \$50 gift certificate. As the owner of a Sponsoring Business I agree to:

- Each of the above conditions listed for Participating Businesses **and will also donate a prize.**
- Have gift certificate to the Economic Development Department at City Hall by 5 p.m. on January 15, 2010.

SIGNED:

_____ *Business Owner*

_____ *Business Name*

_____ *Email*

_____ *Phone*

Fax to 630-232-1494 For questions, please contact Paul Evans at 630-845-9654 or pevans@geneva.il.us