**January 14, 2015**

Dear Downtown Stakeholder:

2015 marks the 11th installment of the Romantic Willimantic Chocolate Festival on **Saturday February 14.** The Romantic Willimantic Chocolate Festival provides visitors with events that bring families and friends of all ages to enjoy downtown Willimantic together. The Chocolate Chip Stroll (11 am – 3 pm) features downtown businesses, and offers opportunities for downtown merchants to promote and market their products and services to new and existing customers.

This year, the Chocolate Festival is produced by The Willimantic Lions Club and other generous area businesses and donors. Each festival is marketed and activities are planned only with the advertising and sponsor revenue generated that year. Your commitment in advertising and participating will determine the quality, attendance and continuation of this annual downtown staple.

### THE CUPID MADE ME DO IT

### Urban Scramble. 2 mile race over the 4 Bridges of Willimantic: Famous Frog Bridge, Footbridge, Garden on the Bridge and Bridge St. $20 or 25 day of event [www.cupidmademerun.com](http://www.cupidmademerun.com/)

**THE CHOCOLATE CHIP STROLL: BUSINESS EVENTS Festival Participation Registration: $30.00**

As in years past, businesses throughout downtown Willimantic are encouraged to open up their storefronts and offer special events, samples, menus and incentives to patrons on the day of the Chocolate Festival. 500 people come from all over CT, and New England, to stop in your store! All participating businesses will receive a line listing on the WillimanticDowntown.org website and on our Facebook page and on the poster, and in as many promotions as possible.

**Fill out and return the application form on the following pages. Lions Club members will stop by downtown businesses on Saturday, Jan. 17th, to pick up your registration form and check. Deadline to appear on the poster is January 21st. We cannot guarantee you inclusion in all advertising if you sign up later, but we will add you to the social media and website.**

**NEW THIS YEAR!**

“Passports” will be required for people to participate in the Chocolate Chip Stroll. Participating Businesses will be listed on a Passport, for sale for $5 per family. Passports will be available in all participating businesses, and you will be given $1 for each passport that you sell, to help offset the costs to you. The rest will be spent on advertising the event. We encourage you to sell a lot of passports!

**EVENING EVENTS**

Kerry Gallery is hosting Chocolate Martinis and desserts ins a prelude to the showing of *Some Like it Hot* at the Capitol Theater.

**Lions Club members will stop by downtown businesses on Saturday, Jan. 17th, to pick up your registration form and check made out to Willimantic Lions Club.**  Later registrations will be accepted at info@WillimanticStreetFest.com or the Willimantic Lions Club, PO Box 512, Willimantic CT 06226.

Thank you! We’re looking forward to another sweet event! This year marks Eleven Tasty Years for the Festival!

The 2014 event Romantic Willimantic Chocolate Fest will cost approximately $3000.00 to produce. 100% of our budget is used to market the event and our downtown businesses. The Lions Club is run by volunteers, so there are no administrative fees. In addition to the $30 fee for a listing, we hope that you will consider being a sponsor so that we can promote the Chocolate Fest throughout New England.

**Business Participation Form**

□ Yes! Count on me/us to offer an event, activity, or special promotion for the Chocolate Festival on Saturday, Feb. 14, 2015. Please include us in your promotions. We’ve enclosed a check for $30.

**Business Name (as it would appear in print)**

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**Contact Person**

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**Business Address**

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**Telephone**

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**E-Mail Address**

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**Web Address**

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**Description of your event(s), activity or promotion(s):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Start/End Time (Listings can include all day and evening events):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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