

# 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. Further promotion takes place at the after-party, where raffle prizes are awarded.

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

### Sign up:

- Complete registration form, attached
- Enclose \$75 participation fee by check or credit card
  - Participation in the event
  - Production and promotion of the event
  - 3.75" X 1.5" BW text listing in VIP Passport
- Enclose \$75 in non-expiring gift cards for raffle. \$25 increments recommended.

Restaurants, theaters and other businesses may also participate. Email [susan@kingstreetmarketinggroup.com](mailto: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 ASAP. 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.