

# NIGHTMARE ON NORMAL STREET

## PROMOTE YOUR BUSINESS IN HILLCREST THIS HALLOWEEN

Let's bring in customers to Hillcrest this Halloween! The HBA's promotion for Halloween this year has two opportunities to participate. As part of our annual **Nightmare on Normal Street event**, we host a costume competition, and include coupons and gift certificates from local businesses in the prize pool.

Nightmare on Normal Street will be held on Saturday 10/26/24 from 5pm until 11pm. Find out more at [www.fabuloushillcrest.com/nightmare-on-normal](http://www.fabuloushillcrest.com/nightmare-on-normal)

With your support, our guests can win an incredible experience in Hillcrest- at your business, and in exchange for helping, your business gets added promotional benefits!

Register for Nightmare on Normal Street:

1. As soon as possible -- fill out the second page of this document and follow the instructions.
2. Donate gift certificates from your business that will (along with dozens of other Hillcrest businesses) make up the Nightmare prize packages. A typical donation includes one \$25 gift certificate and two \$15 gift certificates (but please give as much or as little as you can).
3. We'll direct customers to your business by campaigning Nightmare on Normal:
  - through local news media and designated Hillcrest pages in print publications
  - through all online networking sites and media partners
4. Your business + logo will be listed on our website and your business will get a shout out on stage at the event.
5. Email any images, or social media messages to [valerie@HillcrestBIA.org](mailto:valerie@HillcrestBIA.org) to be included in our Nightmare on Normal Street marketing promotions. For example: "Lose your head in dance with DJ Ichabod Crane this Halloween at Club Sleepy Hallow!"
6. Share our third party promotional package! The more people share that Hillcrest is the place to, eat, shop, play and stay – the more all our businesses benefit. Help us create the excitement of the "spired" season by sharing, liking and reposting our Nightmare on Normal social media posts, and we will do the same with your posts!

## PARTICIPATION FORM

If you are interested in participating in Nightmare on Normal, please fill out this form and email it back with your logo to [valerie@hillcrestbia.org](mailto:valerie@hillcrestbia.org) or scan the QR code at the bottom to fill out the digital form.

We will contact you with your promotional materials, including third-party promotions package, signage, and other goodies.

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Best phone number to reach you:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Social Media Handles (Facebook / Instagram):**

\_\_\_\_\_

**Best time of day to reach you:** \_\_\_\_\_

**Description of gift certificates being donated:** \_\_\_\_\_

**Check the offer options below:**

- ☐ Yes, if news media opportunities arise for “Nightmare on Normal” I want to be considered as a guest on camera (First come first serve basis)
- ☐ Yes, I would like to participate in TransFamily Support Services’ Boo Bash Event and want to be considered a stop on their trick or treat route (Business to provide their own candy, TFSS will provide signage and map to all participants)

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_