

## **CHRISTMAS ON THE COMSTOCK**

**BELIEVE AGAIN!** A spirit filled family adventure in Virginia City

### **Theme**

Save the Grinch! Good ol' Saint Nick has thrown the Grinch in Jail for all the negative Christmas spirit he has spread throughout Virginia City. Santa has locked him up in the center of town for everyone to see. Directly across from him is a Christmas tree in an attempt to show him what the Christmas Spirit is all about. The tree starts off barren and empty but it will come to life throughout the day. The challenge is to find cheer scattered throughout the Comstock and bring it back to the Grinch showing him how much the Christmas Spirit unites the community thus slowly turning him into a believer and eventually the guiding light that makes Christmas special once again.

Once enough cheer is collected, the Grinch will be freed by ol' Saint Nick and the Christmas tree will be lit.

The Grinch will also lead Christmas on the Comstock Parade on Dec. 14<sup>th</sup>.

**#FindYourSpirit**



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### How it Works

Christmas cheer can be found throughout Virginia City in “participating” shops, restaurants, museums and events. Participants find cheer a variety of different ways. Cheer will be color coded, unique and a lot of fun for families to collect. For every item of cheer a participant brings back and hangs on the Christmas tree in front of the Grinch...they will receive a raffle ticket on behalf of Dolan Auto Group. The raffle tickets enter participants into a drawing for a wide variety of prizes including a (1 of 2) \$500 shopping spree to use in “participating” Virginia City shops.

### Examples Cheer Allocations (but not limited to):

1 Cheer for a Food & Beverage

1 Cheer found in specific “scavenger hunt style” challenges

2 Cheers for every \$50 spent in participating VC Merchant Shops

3 Cheers for every Museum Tour or Event attended

5 Cheers for every \$10 donated to a Museum or Charity\* in VC

\*Cemetery’s Spirit Tour; St. Mary’s Artisan Event; Community Chest, Piper’s Play, etc.

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**Target Audience**

Moms and Young Families

**Al La Cart Packages**

The event will be free to attend, however we will offer a pre-purchased special experience which will help spread the word and build a database.

Example items to choose from will include:

- A pre-scheduled Sleigh Ride to Santa at the 4th Ward School Letter delivery to Santa before they arrive to 4th Ward School Coffee/Hot Chocolate
  - Fudge
  - “Custom” Ornament @ Christmas Shop
  - One time \$20 Dolan Dollar Cash Voucher
    - Old-Time Christmas Photo
    - Special photo-op with the Grinch
      - Kids Goodie Bag

(Beads, Santa hat or reindeer antlers, candy canes, Christmas trinkets, glow in dark candy canes etc.)

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