



Christmas on the Comstock - LAST CALL

This December is going to be all about Christmas on the Comstock!

With our tried and true events continuing, the Virginia City Tourism Commission in partnership with our local community, is adding three full weekends focused on holiday spirit and shopping. The Virginia City's Believe Again, *spirt filled family adventure* for all ages that includes sleigh rides, shopping, hot chocolate and sharing the Christmas spirit with the Grinch.

We are designing a special Christmas on the Comstock brochure in an effort to increase interest and support a regional marketing plan. In an effort to plan well in advance, we are asking all of our local businesses and merchants who would like to be included, to make their commitments and provide all information by **Friday, October 11**. This will secure your spot in the event guide. You don't have to hold an event to be considered. If you are a shop, museum, nonprofit or attraction... this is your chance to tell those holiday shoppers what you have to offer. Again, any special offer, holiday menu item or whatever you'd like to promote your location is welcome.

Again, all information is required to be in hand no later than **Friday, October 11**.

For questions or to reserve your spot, contact Katie Demuth at 775-847-7500 or kdemuth@storeycounty.org.

How it Works

Christmas cheer can be found through Virginia City in shops, restaurants, museums and events. Participants find cheer in a variety of different ways. Cheer is color coded, unique and a lot of fun for families to collect. For every item of cheer a participant 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 them into a drawing for a wide variety of prizes including a (1 of 2) \$500 shopping spree to use in the Virginia City shops.

Examples of Cheer Allocations (but not limited to)

- 1 Cheer for a Food & Beverage purchase
- 1 Cheer found in specific "scavenger hunt style" challenges
- 2 Cheers for every \$50 spent in a VC Merchant Shop
- 3 Cheers for every Museum Tour or Event attended
- 5 Cheers for every \$10 donated to a nonprofit entity in Virginia City

Special Notes

If you are part of the event you are allowed to have musicians or street performers on the property as an authorized special event vendor. Just share that you will have live entertainment with the details including hours, performers, etc.

Food and beverages offers are highly encouraged.

Once your confirmation paperwork is received, you will also have the rights to use the Christmas on the Comstock logo for your own marketing.

Requirements

- Lights and decorations on buildings.
- A Christmas atmosphere including holiday music, staff in Christmas or period attire and all around cheer.
- An offer, event or special that is good for the whole month of December.
- Every location that signs up and participates is automatically eligible to be a location where two lucky winners will get to spend \$1000 (2 @ \$500) shopping spree.



Christmas on the Comstock Signup

Merchant or Business Name: _____

Contact Name: _____

Phone Number: _____ Email: _____

Physical Address: _____

Mailing Address: _____

Deal or offer: _____

Return this form by **October 11**.

All questions, inquiries and information should go to Katie Demuth, kdemuth@storeycounty.org or 775-847-7500.