



# Coleman Boulevard Holiday Window Decorating Contest

Please join the Town of Mount Pleasant as we celebrate the tradition of holiday window decorating! This is an opportunity for our Coleman businesses to showcase their unique personalities, which make our community truly one-of-a-kind. This contest is absolutely free to you. All businesses along Coleman Boulevard are eligible. Questions? [Open4biz@tompsc.com](mailto:Open4biz@tompsc.com).

## CONTEST RULES:

- 1) Windows should be attractive both during the daytime and at night. Try using color, movement, and unusual materials for maximum effect. Feel free to use your products or services within your overall design.
- 2) Your window must be completed by Tuesday, November 27th at noon. We strongly recommend that your window be lit up in some form, particularly for the night of December 9th for the annual Christmas Light Parade. With thousands of people walking by, it's the perfect opportunity for them to check out your window.
- 3) Voting for the best window begins on December 1st. We will post an album of all of the windows on Facebook and fans will be able to vote by "liking" their favorite window. Votes will only be counted on original album photos, not on subsequent shares.
- 4) Each voter will be entered to win a prize. Voting ends on Monday, December 10th at 8am. The winner will be announced at Town Council on December 11th at 6pm at Town Hall. The winner will be notified by noon on the 10th to make arrangements to attend.
- 5) We will come by between November 27th and November 30th to photograph your window, so the sooner you have it done, the better.
- 6) The prize for the winning window: A picture of your window will be featured in a thank you ad in a local publication, as well as be the featured window in all promotions for the contest next year.

All decorations must be family-friendly. Decorations will be rejected that:

- Contain obscenity or material that appeals to the prurient interest
- Contain personal identifying information or sensitive personal information
- Contain offensive terms that target protected classes
- Are threatening, harassing, or discriminatory
- Incite or promotes violence or illegal activities
- Contain information that reasonably could compromise individual or public safety
- Promote or endorses political campaigns or candidates.

**MARKETING DETAILS:**

1) We will stop by before December 1st with marketing materials for you to use in promoting the contest and encouraging shoppers to vote for your business.

2) Once your windows are decorated, start your individual promotions to let your customers know to vote for you starting December 1st.

3) We will announce the winners of the Holiday Window Decorating Contest during the Council meeting of December 11 and continue to promote participating businesses through December 25th.

[Click here to apply!](#)

**TIMELINE**

November 20th - Applications Due  
November 27th (noon) - Decorations must be complete  
December 1st - Voting Starts  
December 10th - Voting Ends at 8:00am  
December 11th - Winner Recognized at Town Council Meeting, 6pm, Town Hall (100 Ann Edwards Lane)

