

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 each of our Coleman businesses to showcase their unique personalities, each of which make our community truly one-of-a-kind. This is also an opportunity for Coleman Businesses to “shine” at our annual Christmas Light Parade. This contest is absolutely free to you. All businesses along Coleman Boulevard are eligible. Questions? Open4biz@tompsc.com.

CONTEST RULES:

1) The theme for this year’s contest is: **Lowcountry Holidays**. 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 Wednesday, November 27th at noon. We strongly recommend that your window be lit up in some form, particularly for the night of December 10th 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.

Each voter will be entered to win a prize. Voting ends on Monday, December 11th at 8am. The winner will be announced at Town Council on December 12th, at 6pm at Town Hall. The winner will be notified by noon on the 11th to make arrangements to attend.

4) 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:

We will stop by before November 27th with marketing materials for you to use in promoting the contest and encouraging shoppers to vote for your business.

Once your windows are decorated, start your individual promotions to let your customers know to vote for you starting December 1st. Let everyone know about your decorations and to vote for your business. Feel free to create incentives for people to visit your business and vote.

We will announce the winners of the Holiday Window Decorating Contest during the Council meeting of December 12 and continue to promote participating businesses through December 25th.

TIMELINE:

November 22nd - Applications Due

November 27th (noon) - Decorations must be complete

December 1st - Voting Starts

December 11th - Voting Ends 8am

December 12th – Winner Recognized at Town Council Meeting, 6pm, Town Hall (100 Ann Edwards Lane)

Apply Here (<https://goo.gl/forms/g4AG2c30Goyjo4fO2>)