



# 2021 Chocolate Walk

## Business Participant Registration

Registration deadline **September 20, 2021**

Event Date: **Friday, October 1, 2021**

**5pm-8:30pm**

[www.clintoncountyarts.org](http://www.clintoncountyarts.org)

The Clinton County Arts County invites you to participate in the 2nd annual Chocolate Walk happening downtown St. Johns on Friday, October 1, 2021, from 5pm-8:30pm!

If you're unfamiliar with a Chocolate Walk, attendees purchase tickets and we provide them with an event map, along with a bag or box (Golden Tickets will receive a commemorative wooden box...see sponsorship letter attached on how to get your logo on the box). Participants then travel throughout St. Johns and stop at each registered business to collect one chocolate treat and get their map signed. Most of the stops will be in the downtown, but we'd like to include some local businesses as bonus stops that participants will have to drive to. Once their map is completed, they can submit it to the CCAC Art & Soul Gallery for a chance to win prizes.

We will have a limited 250 tickets available, which will bring 250+ visitors into your business during this sweet event! There is no fee for you to participate, you just need to have your business open throughout the event and provide 250 pieces of chocolate. This can be store-bought treats, or restaurants can produce their own chocolate treat (brownies, cookies, etc.) All sweet treats must be individually wrapped and handed to the event attendees by one of your staff members or a volunteer (this will ensure you don't run out). To negate large crowds and allow participants time and space to enjoy downtown, we will offer three time blocks (5pm-8pm) for attendees to purchase tickets.

We also invite you to pass out coupons, business cards, flyers, or other promotional material to event attendees. This will encourage them to make purchases in your store during and after the event.

Please fill out the information below if you are interested in being a stop on the 2021 Chocolate Walk and return to:

**CCAC Art & Soul Gallery**  
**215 N Clinton Ave, St Johns, MI 48879**  
**by September 20, 2021**

**BUSINESS NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_