



SATURDAY, DECEMBER 2ND | DOWNTOWN ROGERS | 4 PM – 7 PM

Deadline to Register: Monday, November 27th

Ring in the Holiday Season with the return of Sips on the Bricks, presented by One Comm. This beloved local holiday tradition is making a smashing return as a holiday-themed costume contest, poker run, and shop local extravaganza in Downtown Rogers!

Restaurants and offices and shops are invited to participate in the Poker Run and Sips contest respectively. We ask that participating businesses offer specials and deals exclusively available to our event participants. Sippers will receive holiday swag, a voting card to track their favorite sips, and a poker run card to complete as they visit the poker stops. At the end of the night, everyone will gather for the After Party where we will announce the winners of the best sip, the poker run, and the costume contest.

We're in. What's next?

Expected attendance is 500 community members. There is no fee to participate. Event attendees will wear a wristband to indicate they are a part of the event.

EVENT ATTENDEE CAP: We are capping event attendance at 500. We will limit walk-ups for the event to 50. Attendance updates will be given to participating businesses weekly over the course of the month leading up to the event.

RETAILERS & OFFICES: We ask that you provide 500 small sips of a signature cocktail or mocktail for the sippers to sample as part of the event. Additionally, if you would like for us to advertise a particular discount/deal/special that you will be running, please provide the details below. **Please provide details on what you would like us to promote as your signature cocktail/mocktail below.**

2-ounce cups and cocktails napkins will be provided by the Chamber.

The first **20 businesses** to sign-up will receive a \$100 drink stipend, which will be provided to the businesses following the event.

RESTAURANTS: We will send 1-2 Chamber volunteers to work each Poker Run stop. We will have them set up inside the restaurant or outside the door, whichever makes more sense for your location. We ask that you offer a special exclusively available to our event attendees to be listed as a Poker Run stop. This could be something that already exists on your menu. (e.g., a slice of pizza and a 10-ounce beer combo for \$10; a holiday beer for \$4 a glass; a bowl of "Reindeer Stew" for \$5; etc.). It doesn't have to be different pricing from your normal menu, it may be a unique combo, or just a cutely renamed menu item. **Please provide details on what you would like us to promote as your special or deal below.**

Provide the following information to maggie@rogerslowell.com.

BUSINESS NAME

POINT OF CONTACT

EMAIL

PHONE NUMBER

DESCRIPTION OF SIP
(FOR RETAILERS ONLY)

DESCRIPTION OF
DISCOUNT/DEAL/SPECIAL
(FOR RETAILERS OR
RESTAURANTS)
