

# Shop Inman by Moonlight

## Thursday, December 9<sup>th</sup>, 6:00 PM to 12:00 Midnight

### *ENJOY local holiday shopping for a change!*

Escape the malls and journey to Inman Square to buy holiday gifts from our unique and locally-owned shops. In addition, shoppers may see live mannequins and holiday carolers, take part in an exciting scavenger hunt, experience art and music, or relax and enjoy a meal at one of the Square's twenty-plus restaurants. The square will be bustling with activity and all who are young at heart are encouraged to have their photos taken with Santa! Come and make an evening at Inman Square, Cambridge.

## INVITATION FOR INMAN SQUARE BUSINESSES TO PARTICIPATE

### Dear Inman Square Business:

The 8<sup>th</sup> Annual *Shop Inman by Moonlight* holiday promotion is fast approaching and it's time to think about how your business is going to take advantage of the increased customer traffic in the Square. Here are a few tips to help you get ready:

1. **Think creatively!** What special events or discounts will bring potential customers inside your business? A few ideas:

- gift certificates
- product or service discounts
- free food
- art exhibits
- live music, karaoke or DJs
- free gift wrapping
- visit or picture with Santa
- face or nail painting
- theatrical or dance performances
- arts & crafts workshops
- product demonstrations
- poetry or book readings

Not sure how your business can participate? Feel free to contact us to discuss what activities might be a good fit for your location. You don't have to remain open till Midnight but it is encouraged.

2. **Participate in the Shop Inman marketing program.** Participating businesses and their events or discounts will be listed on print advertisements, flyers, posters and press releases. It is free for Inman Square Business Association (ISBA) members or \$25 for non-members. **If you wish to join the ISBA, your \$100 annual registration fee will cover participation in this event AND all ISBA promotions and activities in 2011.**

3. **Join the Holiday Scavenger Hunt.** A new event this year will be a scavenger hunt that requires participants to visit ALL participating stores to be eligible for a free gift basket. Participants will need to visit each store and list a pre-determined item on a "score card" and return the completed card to be eligible for a gift basket from Inman Square retailers.
4. **Contact your existing customers.** Send out e-mails, postcards, or newsletters to your existing customers about Shop Inman and all of the night's activities. The more activities in the Square, the better chance your customers will participate.

Here are examples of special events and promotions **that have been offered in the past:**

\* **1369 Coffee House** \* 1369 Cambridge Street  
Coffee tastings from 6:00-8:00 PM; Music by Jahn Sood, Michael Padgett, Chris Fullerton; 10% off bulk coffee and tea till 11:00 PM.

\* **Boutique Fabulous** \* 1309 Cambridge Street  
Live window performances by the Gals of Boutique Fabulous; Musical performance by Johnathan Lamaster; Pat, the Inman Square Postman, as Santa Claus; Fortune telling with Madam Venus; Free hors d'oeuvres and refreshments from 6:00 PM – Midnight.

\* **Bukowski Tavern** \* 1281 Cambridge Street  
A free Sam's Winter pint glass with the purchase of a Sam's Winter draft after 6:00 PM!

\* **Dream On** \* 299 Prospect Street  
Pictures with Frosty the Snowman and Holiday Mickey Mouse; Mariachi Band performing holiday favorites from 8:00-9:30 PM; 20% off purchase; Warm treats for all!

\* **Inman Oasis** \* 243 Hampshire Street  
10% Off Gift Certificates & Products all night; 8:00-11:00PM - **DJ Mocha** spinning tub-side.

\* **Ole Mexican Grille** \* 11 Springfield Street  
Free Taquito appetizer per table w/ dinner and receipt of purchase from Inman Square retailer.

\* **Salon Bellissima** \* 202 Hampshire Street  
Face painting by Janayna Lamas from 6:00-8:00 PM.

Please join us for this year's *Shop Inman by Moonlight*, and help increase the customer base for December 9<sup>th</sup> and the entire holiday season. You won't regret it!

For more information about this program, please contact either of us.

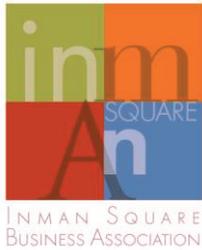
Sincerely,

Renee Farster, ISBA Co-President  
Phone: (617) 491-0176  
Fax: (617) 492-0650  
E-mail: [renee@inmanoasis.com](mailto:renee@inmanoasis.com)

Sincerely,

Manny Rodriguez, ISBA Co-President  
Phone: (617) 551-2465  
Fax: (617) 551-2592  
E-mail: [mrodriguez@ecsb.com](mailto:mrodriguez@ecsb.com)

**[www.InmanSquare.com](http://www.InmanSquare.com)**



# Shop Inman by Moonlight

Thursday, December 9<sup>th</sup>, 6:00 PM to 12:00 AM

*Deadline to sign up for Shop Inman by Moonlight - November 19<sup>th</sup>*

## Vendor Application

Please type or print

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Summarize how you will participate or what you plan to offer customers for this event:**

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Return to:

~ Renee Farster ~ Inman Oasis ~ 243 Hampshire Street, Cambridge, MA 02139 ~  
~ Phone: (617) 491-0176 ~ FAX: (617) 492-0650 ~ E-mail: [renee@inmanoasis.com](mailto:renee@inmanoasis.com) ~

OR

~ Manny Rodriguez ~ East Cambridge Saving Bank ~ 1310 Cambridge Street,  
Cambridge, MA 02139 ~  
~ Phone: (617) 551-2465 ~ FAX: (617) 551-2592 ~ E-mail: [mrodriguez@ecsb.com](mailto:mrodriguez@ecsb.com)