

# Business Registration Deadline Oct 1, 2019

Event: Sat., Dec. 7



HOPKINTON CHAMBER  
OF COMMERCE

HOLIDAY STROLL



If you are looking to **promote your business**, want to increase or generate **new traffic** into your location during December, support your Hopkinton Chamber of Commerce, AND **be part of a highly promoted day** of festivities in Hopkinton, register for the 2019 Hopkinton Holiday Stroll!



**Last year, downtown Hopkinton bustled** with activity for the Holiday Stroll. Families raced between businesses to get their Holiday Stroll "passports" stamped in order to be entered into one of four drawings for **\$500 each** from the Hopkinton Chamber of Commerce. Businesses shared holiday cheer with raffles and goodies like hot cider, coffee and chocolates with visitors or offered special deals and discounts to participants. The event culminated with Santa arriving by firetruck to the town common, holiday songs and the town tree lighting.

— Hopkinton Independent

**NEW!** Limited spaces available in the Masonic Hall for businesses without a "store front".

Event Sponsord by:  
**UNIBANK**  
Member FDIC/Member DIF

Marketing Sponsor:  


Supporting Sponsors:  
  


# Holly Trolley New this year!



These Trolleys will run from 10:00am to 3:00pm on Dec. 7th to ferry the community to and from the local businesses who have signed up to be a participating business.

The routes are:

- Center of Town along Rt. 85 to Start Line Brewery
- Center of Town up to 110 Plaza/UniBank and Price Chopper
- Center of Town along Main St. to Weston Nurseries

Business and organizations in Hopkinton have come together once again to present the Hopkinton Holiday Stroll in downtown Hopkinton. As a Hopkinton Chamber of Commerce participating member, your business will be featured on the Trolley route and enjoy the benefits of this busy community event. The stroll will include myriad events and activities, including charitable drives, the annual tree lighting ceremony, traveling carol singers, Santa, music and theater performances, food tastings, specialty sales and families activities.



**Registration - Due Oct. 1st, 2019**

Hopkinton Chamber of Commerce • PO Box 55, Hopkinton, MA 01748  
[www.hopchamber.com](http://www.hopchamber.com) • [info@hopchamber.com](mailto:info@hopchamber.com)



## What is it all about?

The Hopkinton Chamber of Commerce is hosting the 2019 Hopkinton Holiday Stroll on Saturday, December 7, 2019 from 10:00AM-3:00PM, where Hopkinton Chamber of Commerce members, Community Groups and Non-profits open their doors to the community - offer festive holiday activities and opportunities to give back in the spirit of the season.

During the Stroll community members will be encouraged to visit all Participating Chamber Businesses to complete their "passport" for a chance to win a **\$500 cash prize! (Multiple cash prizes to be awarded).** **And new this year is the Holly Trolley that will transport people around Hopkinton to the Chamber Businesses!** Full details to be disclosed in the upcoming 2019 Holiday Stroll Guide. Be sure to "Like" the [Hopkinton Chamber of Commerce](https://www.facebook.com/hopkintonchamberofcommerce) on Facebook to be kept updated!

This community event in Hopkinton has been very successful in encouraging people to visit chamber businesses & shop local, gather for festivities and celebrate together as a community. It is a well-attended event and will culminate with the annual lighting of the Hopkinton Town Common that evening.

*"One wonderful thing [about the Holiday Stroll] is we met people who have never been here before, coming in with families," said Lisa Strain, co-owner of Swoon. "It's great to see the town out and coming in."*

Lisa Strain, co-owner of Swoon

*Hop Resident Karen B., "[Holiday Stroll is an] awesome way to see what's available in town [like] Education Station. I'm switching to Startline Pediatrics because they made it so easy, and Jen and I got some gifts at Stephanie G!"*

*Hope to win some raffles as well!!!"*



2018 Winners!

## How to Register online

Go to [www.hopchamber.com/holidaystroll2019](http://www.hopchamber.com/holidaystroll2019)  
 \$200 for Chambers Members

\$325 for Non-Chamber members (includes annual membership in the Hopkinton Chamber of Commerce)

Questions? Contact Planning Committee member, Susanne Odell Farber at 508-954-8148

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## Participating business locations will receive:

- Your company Logo on Holiday Stroll Guide with your location and activities
- Window decal promoting your businesses participation in the Holiday Stroll event and 11"x14" color flyer to post within your business announcing the event
- Unique stamp and Day of Brochure with "Passport" insert for customers
- Community exposure in Media outlets, Social Media and on the Hopkinton Chamber's website and email blasts



"We were excited to participate in the 2018 Hopkinton Holiday Stroll! It proved to be an excellent exposure for us as many of the 'strollers' commented that they didn't know we were here"

Jodi, Cabinet Gallery



"We just wanted to thank you for the opportunity to participate in the Holiday Stroll on Saturday. We had so much fun meeting new friends and old. It was a success from our viewpoint and we hope it was from yours as well. Thank you for all of your hard work organizing. We look forward to participating next year!"

Happy Holidays from all at Start Line Pediatrics."

