

# The Chamber

East Rochester Chamber of Commerce



## East Rochester Chamber of Commerce Holiday Trail

### Greetings!

You had the choice to open this email...you have a choice to join our community event. We hope you choose to join in the fun!

East Rochester Annual Christmas Festival planning is well underway. Your Chamber of Commerce has been working with the committee and business owners to come up with a way to include our businesses in the event. The East Rochester Chamber Holiday Trail has the potential to drive traffic to your business, allowing you the opportunity to highlight your business and promotions of the season.

1. Determine your prize - your prize must have a value of \$25 or greater. Contact Mary Beth Lovejoy, ER Camber Vice President and inform her of your prize and value, immediately but **NO LATER THAN NOVEMBER 25th**  
(585.348.7380; email: [marybeth@lovejoy-photography.com](mailto:marybeth@lovejoy-photography.com))
2. Put item on display in your place of business with the flyer that will be provided to you as soon as you are ready but no later than **NOVEMBER 30TH** - you will also be provided with a container to collect the tickets
3. East Rochester Chamber of Commerce representatives will sell tickets at the various locations during the day of the Christmas Festival (December 12th). All

proceeds will be for the Chamber of Commerce Scholarship Fund for a graduating senior at the East Rochester High School.

4. A list of prizes and locations along with the schedule of the date and time of drawing for each business will be provided to the individuals purchasing tickets.
5. Leave your item and container on display until the date of your drawing...allowing participants the maximum time to deposit their tickets. (Be sure to have information regarding your business and any sales you might be having readily available.)
6. Drawings will be held as close to December 19th as possible. Please schedule your time with Mary Beth Lovejoy (use the contact information above). You will keep all tickets deposited at your business for your future use for mailing lists, email lists, potential clients, etc.
7. A Chamber representative will be in to draw for your prize based on the schedule developed.
8. East Rochester Chamber of Commerce will contact the prize winner. The prize winner must come into your place of business to pick up their prize.
9. Any questions, contact Mary Beth Lovejoy. (585.348.7380)

**ALL** proceeds from the ticket sales will go to the East Rochester Chamber of Commerce Scholarship Fund. Our scholarship award is presented to a East Rochester UFSD graduating senior at their annual awards ceremony.

**Drive Traffic to your Business and Promote your Holiday Specials**

*Sincerely,*

The Board of the East Rochester Chamber of Commerce

Join Your Chamber today....  
visit [www.erchamber.org](http://www.erchamber.org) to learn  
more!!!