



## International Women's Day & Downtown Boise Association Empowering Women ~ Building Community. First Thursday – March 1, 2012

A community-wide Planning Committee is collaborating with the Downtown Boise Association (DBA) First Thursday and the Idaho Wine Commission to host the 2012 International Women's Day Celebration on March 1. This event allows area non-profits who support women and children to educate the community about their projects and awareness activities. This year's event will have an Empowering Women ~ Building Community passport which will promote all of the non-profits/businesses, allowing the public to enter a drawing for door prizes. The passport will be the motivational tool to move the public throughout the host sites.

### Merchant Expectations:

- All businesses/merchants hosting a non-profit **only** during First Thursday will provide space for a small table/2 chairs for the non-profit group to display their information, interact with the public, and stamp the passports from 5 to 8 pm.
- All businesses/merchants selected to host a non-profit/winery during First Thursday will provide space for both the non-profit as listed above, as well as room for the winery to set up a tasting venue.
- Each business/merchant will display the event poster which will be provided by the planning committee.
- Participating businesses and merchants will promote the event using their social media tools (i.e., Facebook, etc.).

### Merchant Benefits:

- Participating businesses and merchants will have increased foot traffic due to the hosted nonprofit, the gaming activity and wine tasting options.
- Business promotional opportunities
- Host: business listed on event Facebook/event webpage; recognized in all print marketing and media coverage.
- Provide door prize only: business information listed on Facebook/ event webpage.

### THREE WAYS TO GET INVOLVED!

- I will participate as a merchant in the "International Women's Day Celebration" by hosting a non-profit only for the evening. (5-8 pm)
- I will participate as a merchant in the "International Women's Day Celebration" by hosting a non-profit/winery combo for the evening. (5-8 pm)
- I will provide a door prize for the drawing.

By signing this document, I agree to uphold the above requirements to the best of my ability and will promote the "International Women's Day Celebration" event by following through with this agreement.

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

Email: \_\_\_\_\_

Signed: \_\_\_\_\_

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

Contact Person for the Event: \_\_\_\_\_

Email: \_\_\_\_\_

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

**Commitment from DBA merchants by FRIDAY JANUARY 20<sup>th</sup>, 2012 will ensure recognition on printed marketing materials. Submit registration electronically to [sarah.swantner@yahoo.com](mailto:sarah.swantner@yahoo.com) or FAX form to 208-331-4151.**