

DOWNTOWN BERRYVILLE YARD SALE—MERCHANT INFO

DATE: April 14, 2012 (Rain Date: April 21, 2012)

TIME: 8:00 A.M. To 3:00 P.M.

LOCATION: Downtown Sidewalks/Storefronts/Parking Lots

OBJECTIVE/GOAL: To create activity/visitors to your business by filling the downtown area with continuous tables of merchandise. Businesses in downtown Berryville are encouraged to participate by placing a table(s) of items for sale on the street/sidewalk in front of your business or allowing us to assign your space. All participating businesses must complete a registration form from the Berryville Merchants/Berryville Main Street in order to hold your space open in front of your business. If participants are not registered prior to the day of sale, you may be required to setup in another location if you are in someone's assigned space.

Absolutely no food or bake sale items from non-licensed Berryville restaurants or any other groups, including non-profits and schools. Food sales are reserved for the Berryville Restaurants only.

COST: Business Sponsor/Participation \$35.00 with February 10, 2012 deadline; \$25.00 if paid by February 6.

Benefits To Sponsoring Businesses:

- Advertising Winchester Star, Valley Trader, Buyers Guide
- Increased Foot Traffic To Pick Up Door Prize Entry
- Announced Ads
- Banners At Several Locations
- Window Sign
- Flier/Handouts

Visitors must pick up door prize entry at sponsoring businesses and deposit on Main Street at Announcer's Stand where MC/music will be provided. Sponsor ads will be announced during the yard sale along with two door prize winners of \$50.00 each in cash. Winners need not be present to win.

UNIFORMITY REQUIREMENTS: Balloon clusters will adorn downtown parking meters. VDOT requirements: tables cannot block pedestrian traffic (3 foot walkway) and must be placed close to the building to avoid any sight distance issues along intersections or street connections. Your merchandise for sale must be confined to your space—on, under, behind your table. It cannot overflow into the street or other spaces. This will be strictly enforced.

Businesses should contact berryvillemainstreet.org for more information.

Phone 540-313-7467 or berryvillemerchants@verizon.net

Fax: 540-955-7055