

Calling All Retailers: You are invited to participate in the 29th Annual SHOP CATALINA 2022



Shop Catalina (formerly Shop at Home) is designed to encourage visitors and residents alike to support local small businesses and do their holiday shopping on the island. Discounts, prizes, holiday activities and contests will add to the fun of this festive event.

How Shop Catalina Works:

12/3-12/10: Shoppers can begin their shopping at any participating retailer on Saturday, December 3 starting at 12pm. A list of participating retailers will be available on LoveCatalina.com/ShopCatalina or at the Visitor Center on the Green Pleasure Pier. Shoppers have an entire week, from Saturday, December 3 through Saturday, December 10 to visit each participating retailer to pick up their Discount Card (good for discounts through December 24), enter the In-Store prize drawings and collect the Treasure Card code word found at each store for a chance to win one of three Grand Prizes (Catalina Island Gift Certificates valued up to \$125). Participating retail stores will be open from 12pm - 8pm on Saturday, December 3 during Shop Catalina, and then regular business hours may resume for the rest of the week.

12/3 Only: At 4:30pm enjoy live carols by The Jingle Singers on Wrigley Stage. At 5pm the community Christmas Tree lighting and arrival of Santa on a vintage City of Avalon Fire Truck! To add to the event's festivities, other activities on December 3 will include a Gingerbread House decorating contest, Ornament decorating for kids, Business decorating contest, hot chocolate & popcorn by Rotary Interact, Catalina Kid Ventures kids singing Christmas carols at 4:15pm, Christmas Craft Boutique at The Catalina Craft Corner in Island Plaza and photos with Santa on Wrigley Stage.

In order to participate in Shop Catalina, each business agrees to:

- Provide a store gift or gift certificate (\$25.00 minimum value) as a door prize for Shop Catalina.
- Offer a discount of at least 10% on all purchases made in the store (redeemed using the Discount Card) from December 3 through December 24, 2022. *Remember, the bigger the discount, the more incentive to shop at your store!* We also encourage you to offer a larger discount only during Shop Catalina on December 3, to encourage sales.
- Pay a participation fee: \$40 for Love Catalina members, \$80 for non-members, per store to help offset the costs of musical entertainment, printed materials, event supplies, prizes and promotion.

In support of Shop Catalina, Love Catalina will provide:

- Promotion of the event: banners, flyers, media releases, social media posts and email blasts.
- Printing of event Flyers & Discount Cards
- Treasure Card - In order to eliminate having to stamp hundreds of cards, shoppers will visit each store from 12/3-12/10 to find a "code word" (we will provide). The code words found at each store will be entered online in order to be eligible to win one of three Grand Prizes below.
- Treasure Card Grand Prizes - (3) Catalina Island Gift Certificates, 1st: \$125, 2nd: \$50, 3rd: \$25
- Roll of raffle tickets and a collection box to be used for your In-Store drawing.
- Use of a "Nutcracker" windsock from 12/3-12/10, to help shoppers distinguish the official retailers.
- Coordination of Santa & City of Avalon Fire Truck and community Christmas Tree Lighting.
- The Jingle Singers Strolling Carolers

How To Sign Up: Complete the sign-up form and return it to Love Catalina. Questions? Please contact us at 310.510.1520 or email janet@lovecatalina.com. **Sign Up Deadline: Friday, November 18, 2022.**