

NOV. 30, DEC. 1 & 2



The Joy of Cookies, Cookie Tour had its beginnings as a holiday open house at Jay Design Soaps & Gifts in 1997. Driven by the spirit of collaboration, it has become a signature Lawrenceville event in our thriving business district. We are seeking businesses to participate in The Joy of Cookies, Cookie Tour 2018. Participating businesses benefit from this extremely popular event enjoying record sales and gaining repeat customers from the over 5,000 attendees.

Two ways to get involved

Cookie Stop or Take-A-Break Stop: \$150

- *Cookie Stops* sport a gingerbread sign letting customers know they are offering free sample sized cookies
- *Take-A-Break Stops* are just that—a place to rest and enjoy a beer or cup of coffee along the tour. They feature a small red stop sign outside
- Both are listed on the tour map and posters

Supporting Business: \$50 for members (\$100 for non-members)

- Listing in promotional materials

The budget supports the following

- Regional print and digital advertising
- Billboards
- Two trolleys
- Large banner
- A series of press releases
- Event listings

Two ways to pay

Online

Visit lvpg.com/2018cookieoursignup to register and pay via PayPal

Mail this form and a check made out to

Lawrenceville Corporation
100 43rd Street, Suite 106
Pittsburgh, PA 15201

All checks must be received by Monday, September 10. No exceptions.

Questions / Comments? Email rachel@lawrencevillecorp.com.

Circle your participation level

Cookie Stop

Take-A-Break

Supporting Business (non-member)

Supporting Business (member)

Contact Name

Business Name

Contact's Phone

Business Address

Contact's Email

Business Website

Describe your business in 70 characters or less (longer entries will be edited down)

Hours of Operation

Friday 11/30

Saturday 12/1

Sunday 12/2

Pro-Tips for Cookie Tour

Serve between 60 and 100 dozen cookies with collectible recipe cards, (running out can be rough...)

Leaving out a plate? You will run faster than those who hand out cookies individually, be sure to have extra on deck!

The average cookie tour goer is in the district between 10AM and 8PM Friday and Saturday and 11AM to 5PM on Sunday. Saturday is the busiest day by far.

Successful Cookie Stops are open every day of the tour.

Windows should be clean and sidewalks clear of litter and snow

Use #CookieTour2018 when talking about The Cookie Tour on Facebook, Instagram, and/or Twitter.

Search that hashtag on your preferred social media platform and see what others are sharing about.

Engage with customers and other businesses about what they can expect leading up to and on the tour.

Feel free to serve additional refreshments, have promotions, and just have fun!

Questions? Reach out to other business owners and Cookie Tour vets or email rachel@lawrencevillecorp.com.



the
Joy
of
Cookies
DECEMBER
1ST-4TH
COOKIE TOUR 2018

