**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 2019. Participating businesses benefit from this extremely popular event enjoying record sales and gaining repeat customers from the over 7,000 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
- Molly's Trolleys (two trolleys circulating)
- Large banner
- A series of press releases
- Event listings

## Two ways to pay

**Online**

Visit **lvpgh.com/cookietour2019-signup** to register and pay via PayPal

**Mail this form and a check made out to**

Lawrenceville Corporation
100 43rd Street, Suite 208
Pittsburgh, PA 15201

**All checks must be received by Friday, September 13. 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 12/1 | Saturday 12/2 | Sunday 12/3 |
|---|---|---|---|---|

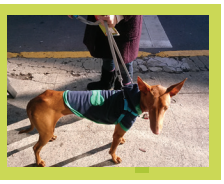
# Pro-Tips for Cookie Tour

Serve between 120 and 140 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 #CookieTour2019 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.