



## **DOWNTOWN SPOKANE** PARTNERSHIP

### **HOLIDAY WINDOW DISPLAY CONTEST sponsored by VISIT SPOKANE DECEMBER 6–22, 2024**

Downtown districts are places of shared memory where the entire community still comes together to live, work and play. A vibrant, decorated downtown can attract customers by making the area more enjoyable and inviting. Window displays and other decorations provide an economically efficient way to attract customers, as decorations are generally inexpensive.

#### **The Contest**

To celebrate Spokane's unique, historic downtown, awards will be presented to businesses in the downtown area for the best Holiday window displays. The contest runs from December 6 through December 19, 2024. Winners will be announced on December 20.

The downtown Business Improvement District will provide up to \$300 in reimbursement for materials and labor related to creation of a window display. An additional \$100 will be available if an artist is commissioned to create the display.

#### **Awards**

Each award winner will receive \$600 in advertising value in The Inlander, and \$550 advertising value in a Visit Spokane consumer e-newsletter\*. Winners will also receive a trophy to display.

- Visit Spokane Sponsor Award – Determined by a select committee of the contest Sponsor
- Downtown Award – Determined by the Business Improvement District board chair
- People's Choice award – Determined by public voting

*\*Advertising to be placed in The Inlander newspaper after January 1, 2025, and before March 31, 2025. Winner to provide camera-ready artwork in PDF. Winner to give preferences for advertising date and placement and will make best effort to honor such preferences, subject to availability. Advertising space not available for premium ad position placement. Visit Spokane ad placement to be a month of the winner's choice, excluding May, Nov. & Dec. of 2025.*

#### **People's Choice Award**

All participating businesses will have their location marked on an online map found at [downtownspokane.org](http://downtownspokane.org). Public votes are accessible via an online form.

The business with the most votes by 11:59pm December 19 will win the People's Choice Award.

Five ballots will be drawn from the community votes for a \$50 Gift Card to River Park Square.

#### **Guidelines for Downtown Businesses**

- Window display must be visible from the street.
- Decorations should reflect a Holiday feeling.
- No derogatory language or images.

An example would be a display that includes images of Santa's workshop, lights, or other or holiday related theming. Historical photographs of the business and its customers which commemorate past holidays can also be a nice touch.

#### **Display Tips**

Entrants are encouraged to mix window displays with both merchandise and decorations.

Customers can then enjoy the decorations while seeing what your business has to offer. Another





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consideration is making sure that the lighting compliments the window display. Perhaps there are some key lights that you can leave on to make the display visible in the evening (display lights can be put on a timer so they don't stay on all night).

Try stepping into your customer's shoes and viewing the storefront from 15-20 feet away, and from the sidewalk directly in front of the window. Consider the perspective of people driving by, and also people that are walking. The window display should have well-coordinated focal points and not appear cluttered. It is important to keep some empty space around the focal points so they stand out from their surroundings. The display should portray a positive image and hold the attention of potential customers for at least a few seconds. Remember that emotional appeals are often followed by a purchase, so make sure that the window display gives your customers that warm feeling.

### How to Participate

- [Register](#) by Tuesday, November 12
- The DSP is encouraging displays to up by holiday kickoff on November 23
  - Displays must be completed by EOD Thursday, December 5
- Public voting on displays will open on Friday, December 6
- Windows should remain on display through December 31

Promotional assets will be provided to you by Downtown Spokane. Make sure to encourage visitors to vote for you and promote yourself on social media to increase your exposure.

### Reimbursement

The DSP will reimburse expenses up to \$400 for any participant for design and creation of their windows. At least \$100 of the reimbursement must go to the artist if one was hired externally to create the display.

#### How to apply for your reimbursement:

Complete the reimbursement form found [here](#) that includes the following information by December 13, 2024:

- Itemized list of expenses
- Upload a photo of invoices/receipts
- Photo of the completed window

### Public Voting

Before Friday, Dec. 6, each participating business will be provided a window cling to place in their window. The cling will have a QR code that the public can scan and use to enter their votes. The business with the most votes by end of Dec. 22 will win the People's Choice Award. A map of all participating businesses will be available at [www.downtownspokane.org](http://www.downtownspokane.org).

### Promotions

A map of all participating businesses will be available at [www.downtownspokane.org](http://www.downtownspokane.org).

If you have more questions contact Kevin Campbell at the Downtown Spokane Partnership: 509.456.0580 or [kcampbell@downtownspokane.org](mailto:kcampbell@downtownspokane.org).

