



DOWNTOWN HOLIDAY WINDOW DECORATING CONTEST

Join the Downtown Improvement District as we celebrate another awesome year of the Downtown Holiday Window Contest! We had fantastic success in 2017 and with this year's theme: **Downtown Holiday Jukebox**, We are excited to see creative displays all over Downtown! Simply pick your favorite holiday tune and tailor your display as a tribute to the song. There will be 3 juried categories: *Most Thematic*, *Most Fort Wayne* and *Best at Night* and don't forget to cast your vote online for the *People's Choice* winner. Look for our press release in October with the specific details.

Contest Rules:

- 1) The theme for this year's contest is: **HOLIDAY DOWNTOWN JUKEBOX**
 - ❖ Windows should be decorated as a tribute to of your favorite holiday song.
 - ❖ For window decorating tips, please see the included sheet of tips from the Embassy Theatre (who has graciously chosen to support rather than compete).
- 2) You will need to submit one (1) high-res photo, 300 DPI, of the decorated window to events@downtownfortwayne.com. Please remember the contest is on the window not the photo; the point of this photo is to help drive foot traffic to your location for voting. Only one photo per entity will be posted.
- 3) High-res photos, 300 DPI, need to be submitted by Wednesday, November 14th. We will post an album of all the windows on Facebook with a link to our website to vote for your favorite window. Each voter will be entered to win a Downtown prize. **One voter per IP address**. Voting ends on Monday, December 10th; the winners will be announced Friday, December 14th.
- 4) Voting begins on Wednesday, November 21st at **Night of Lights**. We strongly recommend that your window be lit up in some form, particularly for that night. With thousands of people walking Downtown it's the perfect opportunity for them to check out your window!

Timeline:

Friday, October 19th – JotForm completed and submitted to the Downtown Improvement District

Wednesday, October 24th – Media Release announcing contest

Wednesday November 14th – All photos submitted to the Downtown Improvement District for posting

Wednesday, November 21st – **Night of Lights** kicks off voting

Monday, December 10th – Voting ends

Friday, December 15th – Winners are announced

- ❖ The **prizes** for the winning windows: A picture of your window will be featured in a thank-you ad following the contest in the Journal Gazette. The **People's Choice** winner will receive a DeBrand prize package and be the featured window in all promotions for the contest next year!

Thanks to our partners for helping promote this great annual tradition!

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