

2021 LIGHT UP THE CITY STOREFRONT DECORATING CONTEST GUIDELINES

1. Business must be located within Berea City Limits.
2. To “enter,” email or deliver participation form to Sarah Stillwell, Berea Tourism Media Manager, at sarah@visitberea.com by 5 PM on Friday, December 3, 2021.
3. Photos will be taken only by Tourism staff, after dark, December 3-5, 2021, to properly show lighting utilized and create an even playing field for all involved.
4. Each business will have one photo posted.
5. Photos will be posted during business hours on Monday, December 6, 2021 on Facebook and Instagram. Likes on each entry’s photos will be counted as votes. Likes from Facebook and Instagram will be totaled for each entry.
6. Voting will close 12 PM (noon) on Thursday, December 9, 2021.
7. Winners will be announced on Friday, December 10, 2021 on Facebook and Instagram. First place will receive a \$100 Visa gift card. Second place will receive a \$50 Visa gift card.
8. Business grants permission to Berea Tourism to use storefront contest photo on social media for contest and promotional purposes.

PARTICIPATION FORM

By signing this document, my business agrees to participate in 2021 Light Up the City Storefront Decorating Contest from December 3-10, 2021 and gives Berea Tourism permission to share photos of my storefront on social media for contest purposes.

Business Name: _____

Business Address: _____

Contact Name: _____

Phone Number: _____

Email: _____

Social Media: Please provide social media handles if relevant to your business.

Facebook URL: _____

Instagram URL: _____

Signature: _____

Date: _____

Participation form AND decorating deadline December 3, 2021 at 5 PM.

Email form to Sarah Stillwell, Berea Tourism Media Manager, at sarah@visitberea.com or drop off at Berea Welcome Center (Old Train Depot) 3 Artist Circle, Berea, KY, hours 9AM-5PM daily.