

## **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@visitbera.com](mailto:sarah@visitbera.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.

Please keep this copy for your reference!