



2017 First Friday Business Participation Information

First Friday will take place on the first Friday of the month from April to October, bringing people out for an evening on the town. Locals and visitors flock to town on these nights to shop, dine, drink, and explore Sandy.

Here are the details for First Friday in 2017:

When: 5:00-8:00 pm on the first Friday of every month, from April to October (except for July). These are the dates and themes for the 2016 season:

- April 7th
- May 5th
- June 2nd
- August 4th
- September 1st
- October 6th

What: Shoppers come to Sandy on the specified dates to enjoy an evening of shopping, dining, entertainment and community connections. Participating merchants offer special promotions, in-store sales, and activities. Walking maps of all First Friday businesses will be available at participating locations, on Facebook and on the Chambers website.

Where: In the stores of all participating merchants, Sandy Farmers Market and various vendor booths on both Proctor Blvd. and Pioneer Blvd.

How: First Friday is a well-known and popular event in Sandy. The event will be continually publicized to increase participation. Advertising avenues may include:

- **Newspapers:** *Sandy Post, East County Gazette, Mountain Times*
- **Websites:** Sandy Area Chamber of Commerce & City of Sandy
- **Facebook:** Sandy OR First Friday, Sandy Area Chamber of Commerce, City of Sandy & participating businesses' pages.
- **Instagram:** Sandy Area Chamber of Commerce
- City of Sandy utility bill mailings
- Posters at participating businesses and on community boards
- Sandy Area Chamber of Commerce E-Blasts

How to participate in First Friday:

Participating businesses agree to the following requirements:

- To remain open from 5:00-8:00 pm on the First Friday event dates listed above.
- To offer a sale, special, samples or art or live music, or other entertainment or promotion the night of the event.

Here are the costs for participation in the 2017 First Friday events:

Business Pricing:

- To participate in **one** First Friday: \$30
- To participate in **three** First Fridays: \$55
- To participate in **all six** First Fridays: \$65

These costs cover the expense of advertising the event. The combined participation fees means that each business's payment will buy more advertising than they could get on their own for the same amount. To be included in the advertising materials every month, your business must adhere to the requirements listed above.

Please complete the attached merchant participation form and submit to Sandy Area Chamber of Commerce, along with participation fees, **no later than March 20th**. The participation fee is non-refundable. If you do not turn in your participation fee by the date listed above your business will not be included in the 2017 First Friday Walk Map. Feel free to contact Sandy Area Chamber of Commerce with any questions or concerns. We look forward to seeing you on First Friday!

Contact:

Sandy Area Chamber of Commerce
38979 Pioneer Blvd, Sandy, OR 97055
firstfriday@sandyoregonchamber.org
(503) 668 4006

