

COWBOY CAPITAL CHRISTMAS

P.O. BOX 1175

BANDERA, TEXAS 78003

November 6, 2019

Re: SHOPPERS JUBILEE.

Dear Bandera Merchant,

Time to plan for the Christmas Season Cowboy Style!

The **Bandera Business Association** is busy planning the **39th Annual Shoppers Jubilee**, Christmas Lights on the Court House lawn, City Heritage Plaza and, thanks to the City of Bandera for allowing the Boys and Girls Club to use the City Park, the magic of the lights on the river. We also plan increased marketing to bring more business to the local merchants. Many Hill Country communities are cashing in on the number of folks that travel to their town to see their Christmas lights. Bandera has the same opportunity and the **Bandera Business Association** continues to build on that opportunity each year. Sponsorship Opportunities are attached!

Shopper's Jubilee will be held on **Friday December 6th beginning at 4:30** on the Courthouse Lawn. We will feature local Church and children's choirs, along with Pipe Creek Christian School's live Nativity Scene. Local merchants are encouraged to be open until 9pm and we will have musicians strolling Main Street singing Christmas Carols. We encourage merchants to offer cookies, candy and/or hot chocolate to the shoppers.

We will again offer **cash prizes to shoppers** who make purchases at Bandera Merchants. Stores will be provided with a Christmas bucket and each customer that spends at minimum of \$25 in your store will get a ticket to fill out and place in the bucket. On Saturday afternoon at 4pm on the Court House Lawn, we will draw three winning tickets. First ticket drawn will receive a cash prize of **\$100**, the second ticket drawn will receive a cash prize of **\$200** and the third ticket drawn will receive a cash prize of **\$300! They must be present to win!** We will deliver the buckets and tickets to your store for your customers to enter. In the past we gave a ticket for each \$10 dollars spent, but this year they will get **only one ticket** and they must spend at least **\$25** in your store to get the ticket. This was very successful last year and we had over 100 people show up for the drawing! It's all about **SHOPPING BANDERA!**

On **Saturday December 7th beginning at 11:00 am**, we will feature the **Cowboy Christmas Parade** on Main Street! Please consider entering a float to promote your business or non-profit! We will also feature Santa and Mr. Clause in the Parade! **If you are interested in entering a float to promote your business**, we have included the parade application attached to this letter.

At City Park, the Boys and Girls Club will be providing the Holiday Lights on the River. And the Christmas lights on the Courthouse lawn will be provided by Bandera County with assistance from the BBA and Chamber of Commerce.

The Bandera Business Association is promoting our marketing on social media to encourage visitors to visit Bandera and shop! We encourage local businesses to **consider opening late during the Christmas season** to take advantage of those visitors that will come to Bandera to see our lights.

Please do not hesitate to call Cindy Beckham, President of the Bandera Business Association, at 210-218-7935 if you have any questions or wish to add anything to our program.

Sincerely,

Genie Strickland
Event Planner