

Hello!

The Champaign Downtown Association invites you to join your fellow business owners in the participation of the First “**Window Wonderland**” Decorating Contest!

You will be decorating your storefront windows based on the theme “I Believe” from the movie *Miracle on 34<sup>th</sup> Street*. Be creative! You can take this theme and put your own spin on it. To win the contest, be sure to check out the judging criteria.

We are asking you to participate in this event not for the CDA, but for the benefit of all the downtown businesses. We hope to create more reasons for consumers to spend extra time and money downtown this holiday season.

Please join us in celebrating the holidays by decorating your storefront window and participating in our theme “I Believe”.

Happy Holidays!

Mary Dennis, CDA

P.S. The MTD has graciously donated advertising space for our “Window Wonderland” on their buses!

## HOLIDAY WINDOWS DECORATING CONTEST

Capture the spirit of the Holiday season by participating in the Champaign Downtown Association's First HOLIDAY WINDOWS Decorating Contest—*Window Wonderland*. Decorate your front window, entryway, or entire store—depending on the space you have available in your business.

The theme of the contest is "I Believe." You can reference the movie "Miracle on 34<sup>th</sup> Street" or take the theme in another direction. The more unique, the better!

The CDA will be promoting the event in advance to encourage people from the community and beyond to come downtown to see the windows. The MTD has offered ad space on the buses. There will also be announcements in the local papers.

### **Judging:**

The windows will be judged on Originality, Holiday Spirit, Use of Theme ("I Believe"), Use of Theatrics, and the Overall Impression.

Judging will take place the night of the parade: December 6<sup>th</sup>.

The winner will be announced after the Parade of Lights on the Main Stage.

**FIRST PLACE:** 6 Months free advertising on the new CDA Website

**SECOND PLACE:** 3 Months free advertising on the CDA Website

Please complete the enclosed entry form and return with a check to:

Champaign Downtown Association  
C/O Mary Dennis  
44 East Main Street, Suite 417  
Champaign, IL 61820

Please submit entry form by **NOVEMBER 15<sup>th</sup>**. This is the cut off date to be included in the official guide to the downtown windows.

**REMEMBER:** window must be completed by the morning of **DECEMBER 6<sup>th</sup>**. Judging will take place in the afternoon.

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The CDA would like this event to become an annual tradition that will bring people downtown to experience the nostalgia and magic of the Holiday season. Please help us achieve this goal!

CDA Presents:  
Window Wonderland Decorating Contest  
"I Believe"

## CONTEST APPLICATION

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

You will be asked to name your window display and explain your scene in 50 words or less. The explanation is due by November 30<sup>th</sup> and will be typed and displayed in the corner of your window.

Entry Fee: \$25

Referral discount: \$10 off (sign up a neighboring downtown business for the contest and receive a discount on your entry fee).

**JUDGE CRITERIA**  
**“WINDOW WONDERLAND”**

**BUSINESS NAME:** \_\_\_\_\_

One = least :: Five = most

ORIGINALITY

1      2      3      4      5

HOLIDAY SPIRIT

1      2      3      4      5

USE OF THEME (“I BELIEVE”)

1      2      3      4      5

USE OF THEATRICALS (COLOR, LIGHT, MOVEMENT)

1      2      3      4      5

OVERALL IMPRESSION

1      2      3      4      5

**TOTAL POINTS:** \_\_\_\_\_

