



Events and Promotions Merchant Opportunities

Cabin Fever – Host a winery for sample tastings, buy beads from the Gaffer District Business Association to hand out to your customers. Offer special sales and promotions and we will share your special offers in all of our advertising for this event.

Corning NY Glass Sale – Offer a discount on glass.... but you don't have to be a glass shop to be part of the fun. Offer a unique discount like: Buy one glass of wine; get one free, all items behind this glass window 10% off, 30% off Steuben glass, red tag specials on this glass display case

a festival of art – Host an artist in your store, come out to the sidewalk and sell some of your artisan crafted products, food, and or services. Offer special sales and promotions and we will share your special offers in all of our advertising for this event.

Race Fever – Even if your location is not on Bridge Street you can have a booth on the Northside for this event. Just make sure it is race related and you can join the fun!

Jazz and Harvest Festival –Host a winery for sample tastings on Friday evening and offer live music inside your business with financial and booking help from the Gaffer District. Offer special sales and promotions and we will share your special offers in all of our advertising for this event.

Holidazzle - Offer refreshment and a special of some kind (e.g., % off, coupon, free gift, etc.) during the event.

Tree Lighting - Offer special sales and promotions and we will share your special offers in all of our advertising for this event.

Parade of Lights – Enter a float in the parade!

Sparkle – For this event only, come right out on the street by reserving the space in front of your store. Bring out your sales items or offer holiday special items; you can even offer your space to a group of your choice, it's up to you.

Information regarding these events will be distributed before the event dates. If you have any question regarding the events and/or merchant participation please call Stacie Rosewood-Boyskey 937-6292 extension 105.