



## 2021 Participation Form

### What is the Days of Incandescence?

Steuben County Conference and Visitors Bureau partners with Corning's Gaffer District to develop and host the annual Days of Incandescence seasonal event.

"The Days of Incandescence" is a special multi-day celebration each October inspired by the actual history and rather curious mystery behind Corning's role in making the special glass bulbs for Thomas Edison's incandescent lamp and, as a result, it's role in helping spread light across the world. As part of this multi-day event, a special story was written and published called The Legend of the Gathers which explores that historic event and the role a mysterious young boy played in making it all come true. "The Days of Incandescence" introduces actor guided walking tours, live performances, and thematic special offers and experiences throughout the Gaffer District and the Heritage Village to take guests back to the 1880s.

### Why should I participate in the Days of Incandescence (D.O.I.)?

- *Maximize exposure for your business*
- *Celebrate an important event that helped shape our community to what it is today*
- *Days of Incandescence directly affects you if your business is in Corning's Gaffer District and the City of Corning.*
- *Over 10,000 people visit the Days of Incandescence website each year. The goal is to develop this event into a destination event that inspires visitation, community participation, and supports our heritage and culture.*
- *Help support your community and its amazing history*
- *We need your participation to help us make the annual Days of Incandescence a successful community event. Help transform Corning's Gaffer District back in time to the 1880s from October 21<sup>st</sup> – October 31<sup>st</sup>.*

### Participation Opportunities:

- Create thematic special offers, could also create exclusive special offers for those who dress in 1880s costume.
- Create exclusive thematic drinks, food, experiences only available during the D.O.I..
- Incorporate 1880s style displays, décor, costumes into your business during D.O.I.
- Have fun with the event and take elements from or get inspired by the history and/or the story of the Legend of the Gathers that D.O.I is centered around. Visit <https://www.corningfingerlakes.com/events/days-of-incandescence/>

# Days of Incandescence 2021 Participation Form

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

Contact Name: \_\_\_\_\_

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

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

Participation Offer/Details: \_\_\_\_\_

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### Optional Advertising Opportunity:

*The D.O.I event team is also creating a replica 1880s style newspaper promotional piece to promote the event. This print piece will include historical stories from the time period, event information, a headline that supports the event, along with time period designed advertisements for historical and actual businesses. This piece will be available at participating businesses throughout the Gaffer District, recreated in digital format and available via the website, Explore Steuben app, and social media. It will also be promoted and distributed during D.O.I. by an actual 1880s newspaper hawker/newsie (actor) at select times.*

\_\_\_\_\_ I would like my business represented in the D.O.I. replica newspaper promotional piece by purchasing a limited availability advertisement space. Please invoice me for \$50 to support the D.O.I. event. Fill out the form below and our designers will transform your information into an 1880s style ad.

Advertisement information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Participation form deadline is Friday, October 1<sup>st</sup>, 2021**

Please submit completed participation form to [kpeterston@corningfingerlakes.com](mailto:kpeterston@corningfingerlakes.com)