# LAST CALL Sidewalk Sale & Fashion Show

## Shop. Eat. Drink. & Live Music.

The Last Call Sidewalk Sale is a neighborhood-wide event, providing a great opportunity to showcase Wicker Park Bucktown's best boutiques, bars, restaurants and entertainment. For the first time this year, this signature Chicago sidewalk sale will pair its great shopping with live music and family entertainment together under the summer sun! The Sidewalk Sale will be located throughout the neighborhood along Division Street, Damen Avenue, Milwuakee Avenue, and North Avenue with the Fashion Show main event taking place at Division & Hermitage.

### Last Call Sidewalk Sale Saturday & Sunday, August 25th & 26th from 11am – 6pm

The Last Call Sidewalk Sale, coordinated annually by the WPB Chamber of Commerce, will be sponsored this year by Mo'Rockin Fashion Fest. Over 60 businesses along the main commercial streets of Wicker Park Bucktown, including Division, Damen, Milwaukee, North, Western, and Ashland, will again take to the sidewalks and offer some of the deepest discounts of the year. Participating merchants will be listed in all promotional materials, including eye-catching posters and postcards, social media campaign and press releases.

### Fashion Show Saturday, August 25th

A Fashion Show promoting Wicker Park Bucktown's Summer Trends will be held outdoor of The Anthem at Division & Hermitage on Saturday, August 25th. All models, hair & make-up services and wardrobe stylists will be provided, so all that you need to take care of is providing us with 3 'looks' to represent your business.

Participation is open to all business signed up for the WPB Last Call Sidewalk Sale, not only the fashion boutiques, giving you the opportunity to get creative with your merchandise. Your business will be mentioned throughout the show. We also ask that you provide us with coupons for 150 goody bags and 4 gift cards / certificates (suggested value $25) for the model's gift bags to thank them for donating their time.

### Benefits of Participation

Participation in each event costs $50 to cover printing costs and includes the following benefits:

- Online exposure to over 50,000 people via direct email blasts and social media sites
- Your company logo on 5,000 event postcards and 100 posters
- Your company logo on 5,000 event maps and program books
- Event promotion through local press releases, coordinated by Traffic Media
- On stage mention of business name & location

Please have your Fashion Show merchandise, coupons, gift cards and raffle prizes (where applicable) ready for collection on Saturday, August 20, 2012. All Fashion Show merchandise will be returned to you after the event.

For questions about the events please contact:

**Michelle Gomez, Fashion Fest Event Coordinator** at fashionfest@aol.com 773.907.8602 (Fashion Show).

**Brian Wendle, Membership & Marketing Coordinator** for WPB Chamber at brian@wickerparkbucktown.com, (773) 384-2672, (Last Call Sidewalk Sale)

# LAST CALL Sidewalk Sale & Fashion Show
## Sign-up Sheet

*Contact name:* _____

*Business name:* _____

*Business Address/ZIP:* _____

*Phone:* _____ *Fax:* _____

*Email:* _____

*Website:* _____

*Facebook URL:* _____ *Twitter Handle:* _____

*Event Day Onsite Contact:* _____ *Mobile:* _____

*Check List*

*_ Last Call Sidewalk Sale Participation (Free for WPB Chamber Members, $50 for Non-Members. Registering prior to the Summer Sizzle sale includes participation in the Last Call sale)*

*_ $50 Promotion & Fashion Show Participation*

*_ 1 x raffle prize for the Fashion Show*

*_ 150 x coupons for Fashion Show goodie bags*

*_ 4 x $25 gift cards / certificates for Fashion Show model compensation*

*Please send your completed form and a check made payable to WPB Chamber of Commerce to 1414 N. Ashland Avenue, Chicago, IL 60622 and email your logo to fashionfest@aol.com.*

**APPLICATION DEADLINE:** *Monday, August 6th, 2012*

**All Merchandise will be picked up from your store on August 20th by appointment.**
**We will then do the lineup and fit the models on August 21-23**

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