



Nonprofit Organization Application Date of Winter Holiday Stroll: November 27, 2010

Please submit application to:

Great American Downtown
92 Main St., Ste. 103 Nashua, NH 03060
Phone: 603-883-5700 Fax: 603-816-0012

DUE: SEPT. 3, 2010

Great American Downtown is the 501(c) 3 nonprofit organization that works collectively with public and private partners to enhance the quality of life in downtown Nashua. Our focus areas are marketing; business and community event production; and beautification projects. We advocate for community involvement, public safety improvements, and continuous downtown economic development.

The Winter Holiday Stroll was created to spark community interest and generate economic activity in our downtown shops and restaurants. Over the years it has grown from a small gathering to a large scale event with well over 20,000 attendees.

The event also serves a principle fundraiser for Great American Downtown. We rely on the income of the Stroll and our other signature events to fuel our budget, and allow us to fulfill our mission.

Great American Downtown invites area nonprofit organizations to the Winter Holiday Stroll and offer several opportunities to connect with the guests attending the event:

Opportunities for non-profit organization – Winter Holiday Stroll 2010:

Spirit of Giving – For organizations collecting goods & raising awareness—no fundraising.
No fee.

General Information Table – For organizations marketing, raising awareness, & interacting with our guests.
No fee.

Fundraising & Information Table – For organizations, raising awareness, & fundraising
\$50 fee.

PLEASE NOTE: The fee is only assessed to organizations using the Winter Holiday Stroll as a forum to hold their own fundraisers &/or fundraising activities.

Selection Process

In order to give each organization ample exposure, ten (10) organizations will be chosen to participate.

Priority will be given to organizations that will be collecting donated items (Spirit of Giving). Order of applications received and overall fit with the community will be taken into consideration.

Great American Downtown will assign nonprofit vendor spaces

If selected, your organization will supply:

- Vendor space set-up materials including a table (8 ft. maximum), chairs, and display material.
- Representatives to set-up and staff table
- For fundraising organizations: \$50 payment with application



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Which opportunity? (select one)

- Spirit of Giving** – where your organization can collect goods & raise awareness—no fundraising.
No fee.
- General Information Table** – where your organization can market, raise awareness, & interact with our guests.
No fee.
- Fundraising & Information Table** – where your organization can market, raise awareness, & fundraise.
\$50 fee.

- Name of Organization _____
- Description of Organization _____
- Brief Description of Activities during the event & benefit to the community _____

- Contact Person _____
- Phone Number(s) _____
- Mailing Address _____
- E-Mail Address _____
- Website _____
- For organizations fundraising... Please submit your \$50 registration fee. The \$50 is **100% refundable** if you do not get chosen, or if you opt out of the event.

Enclosed Payment Method (circle one): CASH CHECK

Signature _____

Printed Name _____ Date _____