Dear Downtown Longmont Business Partner,

Will you join us for **Haunt the 'Mont** this year?

Haunt the 'Mont is the Halloween-themed business crawl through Downtown Longmont and it's a great way to invite 300+ costumed adults to visit your business. With this event, 100% of ticket proceeds benefit St. Vrain Valley Schools Education Foundation and directly supports our students, educators and schools.

When: Saturday, October 24, 2026 | 5:00–9:00 pm
(If you close before 9:00 p.m. just let us know so we can note it on tickets.)

The evening wraps up with an **after party at the Elks Lodge (for ticket holders only)**, featuring a costume contest with prizes and winners announced.

Why Partner With Us:

- **Lots of foot traffic** - with 300 pre-sold tickets it means built-in visitors eager to discover your business
- **Increased marketing** - your business is featured on every ticket, reaching the full sold-out crowd
- **New customer discovery** - many attendees may be visiting participating businesses for the first time
- **Community goodwill** - align your brand with a cause supporting local students and educators
- **Choose your participation** - choose the option below that best fits your business

How to Participate:

1. **Offer a sample treat during the event** - a bite of a signature dish, a Halloween drink, or a small item from your shop. (Our most effective option for driving visits!)
2. **Offer a coupon** - redeemable the night of the event or shortly after (e.g., free appetizer, % off, themed dinner special)
3. **Donate a prize** - a gift card or merchandise for the costume party
4. **Sponsor the event** - 100% of proceeds go directly to St. Vrain Valley Schools Education Foundation

Ready to sign up? Scan the QR code below to sign up and add your item to the list.

Deadline to be a Participating Business: <u>Monday, October 5, 2026 by 2:00 pm, *this ensures your information included on the ticket*</u>

Scan the QR Code to sign up to participate in Haunt the 'Mont

Questions, need ideas, or want to sponsor/donate a prize?
Email **michelle@stvrainfoundation.org** or call **970-227-1859**.

We can't wait to bring your business happy & eager trick-or-treaters!
We are grateful for your support!

Becky Hershey
Event Coordinator

Michelle Phelan
Community Liaison