

## Downtown Bozeman Summer Crazy Days 2025

July 7, 2025



Attention DBA Members & Downtown Businesses,

The Downtown Bozeman tradition, Summer Crazy Days Sidewalk Sale, is back again in full swing! The DBA is looking forward to helping promote any and all sales, special menus, and events taking place that weekend – both downtown and beyond!

Summer Crazy Days 2025 will be taking place **Friday, July 18th to Sunday, July 20th.**

We encourage you to participate in Summer Crazy Days in a variety of ways:

- IF YOU ARE A RETAILER, we urge you to **have a table or a designated area on your sidewalk; or, an area within your store with “crazy” deals.**
  - Please take a moment to place the Summer Crazy Days 2025 Poster in your window (to be delivered the week prior to event).
  - We advertise that many of the Crazy Days sales are on summer merchandise; but, any and all sales are welcome!
    - If you have items that you have been sitting on for a while, think about lowering the pricing and placing them in an obvious “sale” area or bundling them into “grab-bags” and selling at a flat price.
    - Offer progressive sales that get steeper throughout the weekend to move product.
  - Consider doing “early bird” access (e.g. 9 AM opening) for shoppers looking to beat the crowds.
  - Try offering a coupon for return visits (e.g. business card denoting 10% next time).
- IF YOU ARE NOT A RETAILER, we encourage you to capitalize on the weekend as well!
  - Bars, Restaurants, Coffeeshops, etc.
    - Examples can look like a “Summer Crazy Days” lunch special, a few dollars off if you show a receipt from a downtown business, or simply entice folks to cozy up to a meal or drink between stops on your sandwich board or on your social media posts!
  - You are also welcome to internally approve a Non-Profit organization or a retail vendor to set up a booth on your sidewalk area during the event.

- Please keep your neighboring businesses in mind when approving this. Please remind the organization to comply with ADA clearance by having 6' between anything they set-up and any street furniture, trees, sandwich boards, etc.
- **TO FULLY TAKE ADVANTAGE OF YOUR DBA MEMBERSHIP AND ADVERTISE ON DOWNTOWN BOZEMAN'S INSTAGRAM AND FACEBOOK, please send [info@downtownbozeman.org](mailto:info@downtownbozeman.org) formatted squares and captions!**
  - [Marketing Materials](#) and transparent images are available to you to create organic content.
    - Please tag us @downtownbozeman on all your promotional Instagram posts.
  - We will also be posting sales, amended hours, etc. on the event landing page, Facebook Event, and Press Release – please send [info@downtownbozeman.org](mailto:info@downtownbozeman.org) details on your sales.
    - *E.g. Chalet Sports is back with their famous parking lot extravaganza – look for deals on all kinds of outdoor gear and apparel!*
    - *E.g. The Kimpton Armory will have various food and drink deals such as a \$4 Lavender Lemonade, 25% off bottles of wine and Golden Hour specials.*
    - *E.g. Locally made spices, herbs and salts will be 15% off at Olivelle all week long!*
- The DBA uses a portion of membership revenue to market this event; with that, we rely on our downtown businesses to advertise however they see fit!
  - **Whether it's radio, television, or social media, please utilize whatever platforms you prefer to help get the word out!**
  - Visit and join our [Facebook Event](#).
- There is no cost for shoppers or businesses to participate in Summer Crazy Days. The event is FREE and open to the public and will take place rain or shine!

Please call our office at 406-586-4008 or email [info@downtownbozeman.org](mailto:info@downtownbozeman.org) with any questions or ideas you may have.

Thanks in advance for your attention and participation.

We wish you a fun and successful Summer Crazy Days weekend!



**Cache Perdue Maples**, Program Director  
Downtown Bozeman Association  
406-586-4008,  
[cache@downtownbozeman.org](mailto:cache@downtownbozeman.org)



**Brynn Gestson**, Operations Manager  
Downtown Bozeman Association  
406-586-4008, [info@downtownbozeman.org](mailto:info@downtownbozeman.org)