



Attention Downtown Businesses,

The Downtown Bozeman tradition, Summer Crazy Days, is back again in full swing and we are looking forward to helping you promote it again this year! The dates for 2022 are: **Friday, July 22nd and Saturday, July 23rd**; we encourage you to participate in this retail-oriented event 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 do take a moment to place the 2022 Crazy Days Business Window Sign in your window (included and available at www.downtownbozeman.org).
- We advertise that many of the Crazy Days sales are on summer merchandise; but, even if you don't sell seasonal merchandise, please do participate! If you have items that you have been sitting on for a while, you may consider lowering the pricing and placing them on a small table outside your business.
- If you are NOT a retailer, you are 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. And please remind the vendor to comply with ADA clearance by having 6' between anything they set-up and any street furniture, trees, sandwich boards, etc.
- The DBA uses a portion of membership revenue to market this event. Additionally, we rely on our downtown businesses to advertise however they see fit! **Whether it's radio, television, social media, please utilize whatever platforms you prefer to help get the word out!**
- To fully take advantage of your DBA membership and advertise on Downtown Bozeman's Instagram and Facebook, **please send gaby@downtownbozeman.org formatted squares and captions!** Please tag us at @downtownbozeman on Instagram posts as well!
- Visit our Facebook Event at <https://www.facebook.com/events/819784826089505>

Please call our office at 406-586-4008 with any questions or ideas you may have! Thanks in advance for your attention to this information!

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Cache".

Cache Perdue
Downtown Bozeman Association