

Downtown Bozeman Winter Crazy Days 2026

January 30, 2026

DOWNTOWN BOZEMAN WINTER CRAZY DAYS

Attention DBA Members & Downtown Businesses,

Winter Crazy Days is back and the DBA is looking forward to helping promote any and all sales, special menus, and events taking place that weekend – both downtown and beyond!

Winter Crazy Days will be taking place after Presidents' Day & Valentine's Weekend, on **Friday, February 20th to Sunday, February 22nd**.

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

- **IF YOU ARE A RETAILER**, we urge you to **have an area within your store (and online, if applicable) with “crazy” deals!**
 - Please take a moment to place the Winter 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 winter 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 “Winter 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!
- **TO FULLY TAKE ADVANTAGE OF YOUR DBA MEMBERSHIP AND ADVERTISE ON DOWNTOWN BOZEMAN’S INSTAGRAM AND FACEBOOK, please send 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 details on your sales.
 - *E.g. Altitude Gallery - 20% OFF their Sale Items during Winter Crazy Days! Use CODE: CD2025 starting February 12th and ending February 17th at midnight.*
 - *E.g. Steep Mountain Tea – 20% off select merch and tea, 10% off branded merch, \$1 off your order when you mention Crazy Days*
 - *E.g. Element Bozeman – Enjoy a 15% discount on your room rate for Crazy Days Weekend when you email sales@elementbozeman.com to book. Plus, as a thank-you for supporting local, you'll receive a bottle of wine or local beers—your choice!*
 - *E.g. The IV Element – Free Juice shots, \$10 B12 Shots, \$20 off of IV Therapy, \$50 off NAD + Packages*
 - *E.g. La Cuisine – 5-day Crazy Days Sales February 13-17th & online 18-19th. Mix & Match BOGO (in-store & online) and EXTRA 30% off clearance inventory (online only).*
- 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 ring our office at 406-586-4008 or email info@downbozeman.org with any questions or ideas you may have!

Thanks in advance for your attention and participation.

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



Cache Maples, Program Director
Downtown Bozeman Association
406-586-4008,
cache@downtownbozeman.org



Brynn Gestson, Operations Manager
Downtown Bozeman Association
406-586-4008,
info@downtownbozeman.org