



August 4, 2023

Dear Valley City Area Businesses,

We are excited to invite you to participate in **Summer Vikes on Central** on September 7<sup>th</sup>! This community event will help welcome incoming and current VCSU students to Valley City. We want all students to realize what our vibrant community has to offer and introduce them to local businesses and community members in a fun and relaxing atmosphere.

If you haven't had the opportunity to attend a Summer Nights on Central, they are a series of events held each summer in downtown Valley City featuring live music, shopping happy hour, food vendors and more. These events have drawn crowds of 500 – 1,000 people. In addition to the usual attendance, **Summer Vikes on Central** will feature VCSU's freshman class, marching band and additional members of the Viking family led from the University's footbridge up Central Avenue.

Area businesses are encouraged to set up a booth and take advantage of this great opportunity! Some benefits include:

- Promoting your business or organization to college students and community members
- Establishing relationships with potential customers
- Creating awareness of your current employment opportunities

Registration is required and open now through September 1st. To register, simply scan the QR code below, visit [valleycitytourism.com/summernights](http://valleycitytourism.com/summernights), or complete the enclosed form. Freebies, drawings, games, giveaways or college student discounts are encouraged. Power will *not* be provided and businesses will be responsible for providing their own tables and chairs. Reserve your spot today for \$20!

Follow Summer Nights on Central on Facebook and Instagram for more information and event updates! Please contact us with questions—we look forward to seeing you at Summer Vikes on Central!

Thank you,

Reah Tykwinski, Kara Anderson, Macy Schlaht, Matt Brandvold, and Trinity Nelson  
*Summer Nights on Central Committee*





## Make Your Booth the Place to Be!

Want to increase traffic at your booth? Try some of our suggestions below!

### Sales & Specials

- If you bring merchandise to sell, consider a special or sale for this event! College student discounts might grab some attention.
- Sales and promotions at your business could run that day, week or the week after.

### Food

- Candy, snacks or treats are always a crowd pleaser! Contact the committee with your ideas so we can try to avoid repetition.

### Door Prizes

- Incorporate a prize wheel for people to spin.
- Collect a phone number or email address and draw for a winner at the end of the night.

### Games

- Guess the Amount
  - Fill a container with a single object type such as marbles, M&Ms, or toothpicks. The individual who guesses the closest receives a gift basket of branded swag.
- Minute to Win it Games
  - Fun and affordable with minimal preparation.
- Trivia
  - If they answer correctly, they win a prize, a high-five or are entered into a drawing.

### Marketing

- Let the community and students know what you have to offer!
  - Advertise through local media outlets
  - Like and share the Summer Nights on Central page on Facebook
  - Post your sales and specials on your own social media accounts

## Frequently Asked Questions

Q: When should we be there?

A: *Booth check in is between 4 pm and 5 pm. We ask that all booths are ready to go at 5:30 pm.*

Q: Where do we go?

A: *Central Avenue! We will have a booth in front of the Chamber's new location and a detailed layout available the day of the event.*

Q: How long does this shin-dig last?

A: *The event goes from 5:30 pm until 9 pm with the band performing from 6 until 9. Booths do not have to stay set up until 9; please use your best judgment and stay open until the booth traffic slows down.*

Q: What is up with the registration fee?

A: *The \$20 fee is to reserve a booth spot for Summer Vikes and help continue these events each year.*

*\*Payment is required prior to the event.*

Q: When do I need to register?

A: *We would LOVE to receive all registrations by September 1st, but are willing to be flexible.*



## **Business Registration Form**

Please complete the form below to reserve your spot! A committee member will confirm your registration and follow up with you closer to the event.

**Business/Organization Name:**

**Contact Person** (*First and Last Name*):

**Phone Number** (*Number to be reached to confirm registration and day of event if need be*):

**Email Address:**

**Mailing Address** (*Address, City, State, Zip*):

**Items/Activities Available at Booth** (*Ex: Games, sales, snacks, drawings*):

**Description of Booth** (*Ex: 6 foot table with 2 chairs, 5 ft x 5 ft canopy, a wagon, a pony*):

**Do you need to drive in to set up?** (*Circle One*)

Yes                      No

**If you need an invoice, where would you like it to be sent?** (*Circle One*)

The email address above  
The mailing address above  
Other (*Please note*)

Please send the completed registration form and \$20 fee to [summernightsvc@gmail.com](mailto:summernightsvc@gmail.com) or Summer Nights, 250 West Main Street, Valley City ND 58072. Checks for registration can be made out to VCBCDC; to pay with a credit card, please call 701-490-9012 or complete the registration form on our webpage [valleycitytourism.com/summernights](http://valleycitytourism.com/summernights).