



## 2024 Annual Winnetka-Northfield-Glencoe

### “Red Invitation”

45-Year Tradition

Date: Sunday, December 8th, 2024

*(You may extend your dates to include Friday and/or Saturday)*

For 45 years, the “Red Invitation” Holiday Sunday Event has been a hallmark of the Winnetka-Northfield-Glencoe Chamber of Commerce. This year, you have the option to include Friday and/or Saturday in your listing on the invitation. Originally developed by a local retailer to enhance the shopping experience and attract visitors to our villages for a unique holiday weekend, highlighting our local boutiques, restaurants, and festive holiday experiences. This cherished event traditionally takes place on the second Sunday after Thanksgiving.

The **Red Invitation** is a targeted, multi-faceted promotion for our communities, specifically benefiting participating merchants. **Shop Local** and share your one-of-a-kind gifts and specialty items!

In addition to being delivered to 23,000 households on the North Shore, the invitation will include a QR code for digital access to the listings. You will also receive:

- A PDF version of the invitation for your own distribution
- A 24” x 24” participation poster for your storefront
- A cluster of **red** balloons for outside your shop signifying your participation (**MUST BE OPEN ON SUNDAY TO RECEIVE THE BALLOON CLUSTER**)
- Kiosk signs in all three villages
- Features in village and chamber e-newsletters
- Social media promotions and much more!

**Cost:** \$0 for Chamber members | \$0 for non-members

We are excited to announce that this year, businesses in Winnetka, Northfield, and Glencoe can participate in the Red Invitation event at no cost! Thanks to the generous contributions from the three villages, we are able to cover all expenses for this year's event, allowing every interested business to join in the 45th annual Red Invitation. This is a fantastic opportunity to experience this highly anticipated event for FREE! Please note that we have a limited window of time to collect your information for inclusion, so don't miss out! You also have the option to receive additional invitations for your own mailing or distribution. To include your business in the Holiday Event listing, please complete the form below.

**SIGN UP by 10/28/2024** and encourage your business neighbors to participate!

Targeted USPS delivery of the “Red Invitation” is December 2.

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Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

**Please check the days you will participate:**

\_\_\_\_\_ Business Hours for Sunday 12/8/2024:      Open from \_\_\_\_\_ to \_\_\_\_\_

\_\_\_\_\_ Business Hours for Friday 12/6/2024:      Open from \_\_\_\_\_ to \_\_\_\_\_

\_\_\_\_\_ Business Hours for Saturday 12/7/2024:      Open from \_\_\_\_\_ to \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Mobile Phone:** \_\_\_\_\_

**Business Email:** \_\_\_\_\_ **Business Website:** \_\_\_\_\_

**Promotional Copy:**

*(Limited to 2 lines, 30 characters per line, including spaces)*

1. \_\_\_\_\_

2. \_\_\_\_\_

*Longer copy will be edited with your assistance.*

We look forward to celebrating the holiday season with you!

NEW THIS YEAR - As you plan your holiday events throughout the holiday season to draw visitors to your shop, please provide a list of your in-shop activities, including the day, date, and time for each event. Examples could include hot chocolate, Santa visits, music performances, trunk shows, special holiday gift wrapping, or any other activities. We are here to help promote your events!

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**Please return this application form to:**

Winnetka-Northfield-Glencoe Chamber of Commerce, 841 Spruce Street, Winnetka, IL 60093

Email: [wcc@wngchamber.com](mailto:wcc@wngchamber.com) or via Fax: (847) 446-4452. For more information contact the Chamber office at (847) 446-4451 or [wcc@wngchamber.com](mailto:wcc@wngchamber.com).



The Village of  
**Northfield**

