



## MERCHANT PARTICIPATION GUIDELINES

**7<sup>th</sup> Annual Greenport Shellabration: December 1-2, 2018**

*To Benefit Cornell Cooperative Extension of Suffolk County's Back to the Bays Initiative & SPAT Program*

### **BACKGROUND:**

In efforts to feature "Shopping Local" as a more prominent aspect of Greenport Shellabration, we have been exploring alternative ways to involve and promote merchants.

### **OPPORTUNITIES:**

We are offering 3 options for participation this year, you can **choose to participate in all, some, or none** of these promotions. If you are interested in being involved, you must confirm your participation by November 5<sup>th</sup> in order to ensure inclusion of your business on our print listings and allow us to effectively promote this aspect of Shellabration. We cannot guarantee inclusion of your promotion if information is received past this date.

#### ***Option 1: 10% BACK TO THE BAYS***

Merchants signing up for this promotion will donate 10% of proceeds from purchases made during Shellabration weekend to Cornell Cooperative Extension of Suffolk County. This will be considered a tax-deductible contribution, and an official contribution letter will be sent upon receipt of check. Special marketing and signage will be produced showcasing the merchants choosing to be involved with this specific promotion, and you will receive 2 complimentary Shellabration wristbands!

#### ***Option 2: 15% DISCOUNT***

Merchants signing up for this promotion will provide a 15% discount to all shoppers who show their wristband. If there are specific items that you want to exclude from the 15%, you must provide details on the Participation Form.

#### ***Option 3: CUSTOMIZED PROMOTION***

Merchants seeking to offer a specific promotion, in addition to or instead of the two options listed above may do so. Please provide details as to the deal(s) you will be offering on the Participation Form so we can include details about it on our "Shellabration shopping deals" listing.

## MARKETING:

This event is expected to draw 1,000 participants. We have extensive mailing lists and numerous social media outlets and websites where information on shopping opportunities will be listed. We will also include a special shopping insert in the Route Map Tri-Fold that will allow for all Shellabrants to have information about merchant promotions in-hand to refer to during their time in Greenport. We hope that some combination of the available participation options will work for your business, and look forward to your participation in this event!

**Note: Wine tastings in shops will NOT be part of this year's Shellabration. We explored this as an option, but unfortunately it will not be feasible.**

## PLEASE SUBMIT MERCHANT FORM (online or print) AND STORE LOGO (if different than last year) BY NOVEMBER 5TH, 2018.

- SUBMIT ELECTRONICALLY BY FILLING OUT THE ONLINE FORM OR EMAILING THE FILLED OUT VERSION TO [CCEMARINE@CORNELL.EDU](mailto:CCEMARINE@CORNELL.EDU) (MUST USE THIS OPTION FOR LOGO) OR
- MAIL TO: DARCI BIELEND, SUFFOLK COUNTY MARINE ENVIRONMENTAL LEARNING CENTER, 3690 CEDAR BEACH RD, SOUTHOLD, NY 11971 OR
- FAX TO 631-852-8662 (FAX # for SCMELC)

Questions can be directed to Darci at 631-852-8660 ext. 21  
Forms are also available on [Shellabration.li](http://Shellabration.li)

**Thank You on Behalf of the 2018 Shellabration Planning Team!**

*Kim Barbour, Kim Manzo, Darci Bielenda, Kim Tetrault, SPAT Volunteers,  
and the Greenport BID*



Cornell Cooperative Extension  
Marine Program



**Back to  
the Bays**

An Initiative of Cornell Cooperative Extension



**SPAT**  
SUFFOLK PROJECT IN  
AQUACULTURE TRAINING