

Follow The Yellow Brick Road To Win!

Purpose

1. To increase awareness of the Tustin Chamber of Commerce
2. To increase awareness of, and foot traffic to businesses that are members of the Chamber
3. To increase awareness of Broadway in the Park

Contest Plan

Contestants will follow clues posted on the chamber's, participating businesses' and TACFA's social media to find the locations of the "yellow brick road" located on the sidewalk in front of the participating businesses. Contestants that post a photograph of the bricks and the businesses' sign on social media using the hashtag #OzInTustin, will be entered into a drawing for free tickets and prizes.

"Bricks" will be painted with washable temporary paint and be approximately 24"x12". If there is not a sidewalk then a poster with a similar look can be placed in a window.

Timing

Approximately July 8-22, 2022

Criteria for Selection

Chamber member in good standing

Priority will be given to BITP sponsors and advertisers

Active on social media

Offering additional benefits and or prizes to contestants (discount, token gift cards etc.)

TACFA Responsibilities

TACFA will paint the yellow brick and distribute marketing material

Chamber & Business Commitment

Chamber to solicit businesses and collect interest form from members

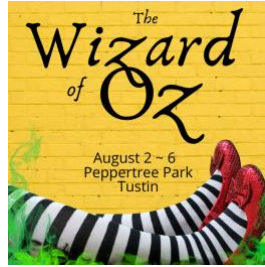
Chamber and businesses to assist in promoting contest by creating and posting relevant content on social media, website and announcements to members and others.

Business must complete form and return in to TACFA

Business must certify they have obtained permission from landlord for painting



**TUSTIN
AREA
COUNCIL
FOR
FINE ARTS**



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Name of Business: _____

Type of Business: _____

Address: _____

Business Phone: _____

Hours of Operation: _____

Contact Person: _____

Contact Person Phone: _____

Company Website: _____

Social Media Platforms – (Please list all screen names and platforms used) _____

Are you and advertiser or sponsor at BITP? _____

Are you offering any additional benefit to the contestants? _____

Have you obtained permission from landlord to allow TACFA to paint on the sidewalk? _____

Return completed form to Chamber Office'

For questions and information please contact Cathy Crair at Info@TACFA.org or (714)404-9453