



4th Annual Valparaiso Chocolate Walk
Saturday, April 28, 2018
12:00 pm to 4:00 pm
Downtown Valparaiso

Do you want to have 400 Chocolate Walk attendees enter your business? Say yes and we're here to help you make that happen!

What is Chocolate Walk?

This is one of the hottest and fastest selling tickets in town! 400 chocolate lovers will spend the afternoon in downtown Valparaiso on a walking tour of special stops while enjoying chocolate treats. With your participation, we can all be successful and have 400 chocolate lovers, shoppers and diners enjoy our great downtown.

What do I need to do?

- Say yes! Email info@valparaisoevents.com by March 1 to say you're participating
- Offer a chocolate treat
- Showcase your business

What will Valparaiso Events do?

- Market the event, sell tickets and have attendees begin their tour at our location to receive their first chocolate treat, map, lanyard and bag
- Encourage attendees to discover downtown by shopping, eating lunch and/or dinner

2017 Chocolate Walk Recap:

- Tickets for this highly popular event sold out within 5 minutes!
- Profits from the ticket sales went directly into enhancing our community by offering experiences that bring people to our downtown. We are a non-profit organization that hosts over 104 days of community events throughout the year with 90% of them being free.
- Post-event surveys have shown that Chocolate Walk attendees learned something new about downtown Valparaiso.
- 50% of visitors are from outside of Valparaiso! Many of these participants may not ever enter our Valparaiso downtown businesses otherwise!
- 70% of visitors shopped at local retailers that day.
- 74% dined out for lunch or dinner during the event.

There are a few ways to participate in the Chocolate Walk:

- **Participating Destination:** Pick a chocolate item of your choice and be a destination on the Walk. Keep it small but creative! If you need help deciding what to choose- we can help!
- **Host Location:** Welcome a local chocolatier to set up and showcase their chocolate goodies within your store. We can help partner you with a chocolate vendor if you don't have one in mind, just let us know! (As a host location, you may consider offsetting your chocolatier's cost by providing them with a small stipend.)
- **Chocolatier:** Not located downtown, but want to participate? No Problem! Pair up with a downtown business to set up shop within their business and hand out your chocolate samples.
- **Other Great Stops:** Restaurants, who don't want to be a "Participating Destination", can join in on the fun by offering a special or discount on a featured chocolate item to be printed on the back of the Chocolate Walk Map. We will be promoting these chocolate specials on our website and social media leading up to the event. Restaurants that choose to be a "Participating Destination" can sign up to be an "Other Great Stop" as well.



2018 Participation Information

Contact Name:	Business Name:		
Address:	Phone:		
Email:			
I would like to participate by being:			
<input type="checkbox"/> Participating Destination	<input type="checkbox"/> Host Location	<input type="checkbox"/> Chocolatier	<input type="checkbox"/> Other Great Stops

If providing chocolate, please describe in detail the item:

If you are a venue, please describe the space you will be placing your chocolate or chocolatier:

If you are an "Other Great Stop," please describe in detail the offered food or drink special:

PLEASE REQUEST VOLUNTEER HELP HERE BY CHECKING HOW MANY YOU NEED THE DAY OF: ___1 ___2 ___NONE

***DEADLINE TO SUBMIT FORM IS MARCH 1, 2018 FOR CONSIDERATION FOR THE 2018 CHOCOLATE WALK.**