



The Cookie Crumb Trail brings residents and visitors into a wide variety of Highland businesses, giving you the opportunity to showcase what you do and connect with potential customers. It's a fun, community-driven event that highlights local businesses and encourages people to explore and support what's right here in Highland!

Participants pick up a trail map & event sponsor tote the morning of the event and visit each cookie sponsor location to sample cookies, collect recipe cards, and get their map stamped. Completed maps are entered into a prize drawing for Chamber Gift Certificates!

If you wish to participate as a sponsor, please return attached document to the Chamber by November 14th

Two ways to join the Cookie Crumb FUN:

1: Cookie Sponsor (Free) – Participate as a stop on the Cookie Crumb Trail and enjoy promotion through our print and media campaign.

What You'll Provide:

- **Recipe & Logo:** Email your favorite cookie recipe **and** company logo to Sheila at Highland Printers (hpdesign@highlandprinter.com) by **November 14**. Sheila will design your recipe card and return it to you for printing. You may have it printed by Highland Printers or another company at your expense.
- **Cookies:** Bake at least **100 cookies** using your submitted recipe (individually-wrapped preferred but not required). *There will be more than 100 participants, so if you want to bake more cookies feel free!* Display your cookies and recipe cards for participants to sample and collect. The Chamber will supply your **map stamp** for marking participant maps.
- **Optional:** Provide promotional material for the 100 canvas totes distributed at event start. This is a great way to get your business in front of participants early!
- **Trail Time:** Must be open **10:00 a.m. – 3:00 p.m. on December 6** for participants to stop in.
- Businesses outside the main trail area may buddy up with another sponsor on the trail to host their cookies, or may also become an **Event Sponsor** (see below).

2: Event Sponsor (\$75) – Support the event while gaining extra visibility!

Event Sponsors Receive:

- Your **logo printed** on the 100 canvas totes handed out to participants
- Your **business name** on the Cookie Crumb Trail map
- Recognition as a **Cookie Crumb Trail Sponsor** on Chamber social media

Requirements:

- \$75 fee, completed form, and company logo emailed to taylor@highlandillinois.com by **November 14** (*Entries received after this date will not have logo included on the totes*)



YES! I would like to sponsor the Cookie Crumb Trail as the following sponsor(s):

_____ (FREE) Cookie Sponsor (will need your recipe and logo by November 14th)

_____ (\$75) Event Sponsor (fee, sponsor form, and logo due by November 14th)

Company/Organization: _____

Please indicate name of company/organization as you would like it to appear for promotion

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Please send completed sponsor form and payment to the Chamber office (1216 Main Street) by **Nov. 14th**

Payment may be made by: cash, check, credit card or PayPal at [PayPal.Me/highlandchamber](https://www.paypal.com/US/meg/donation/?url=https://www.highlandchamber.com)

