



## **Business Participation Information**

North Myrtle Beach Parks & Recreation will be hosting Sweet Stroll. Attendees will enjoy sweet treats as they venture to all participating businesses along Main Street on a self-guided walking tour. Your business can either provide their own treats (approved by NMB Parks & Recreation in advance) or Parks & Recreation will provide the treats for you. Businesses with a beer/wine or liquor license will also have the option of offering an additional themed alcoholic beverage to attendees at an additional cost to the attendees. This would be paid directly to the business and the business would be responsible for checking the age of attendees as the event is open to all ages. Themed alcoholic beverage items must be approved in advance by NMB Parks and Recreation.

Application information and links are available at <https://parks.nmb.us/759/Sweet-Stroll>. Registration is through the Civic Rec platform and you will need to make an account if you do not already have one. If you have issues with the platform, please reach out to [nmbrecreation@gmail.com](mailto:nmbrecreation@gmail.com)

### **Business Participation:**

#### Food Included Package:

Price: \$225 per business

- Food Samples provided by NMB Parks & Recreation.
- Business Name/Logo will be on the Event Map for all attendees.
- Materials needed for marking off attendees event cards provided by Parks & Rec.

#### Food Not Included Package:

Price \$25 per business

- Business Name/Logo will be on the Event Map for all attendees.
- Materials needed for marking off attendees event cards provided by Parks & Rec.

### **Business Requirements:**

- Physical Business must be located on Main Street, NMB or approved by NMB Parks & Recreation in advance of sign-up.
- Provide one person who will be responsible for checking event cards and providing/serving food samples to attendees throughout the event. We do not recommend this person also be doing your retail sales as the sample process will get very busy during the event time.

- Businesses must be open for the duration of the event including set-up and break-down. Times will be determined by NMB Parks & Recreation.

- Have a table or counter large enough to display food samples.

- Must provide a high-res logo to [brcloos@nmb.us](mailto:brcloos@nmb.us) for use on the event map.

#### Food Not Included **ONLY**:

- Business will provide individually wrapped food samples for ALL participants for the event to include serve ware, utensils, napkins, etc. Food samples should fit the event theme and cannot contain alcohol (see below). If the sample cannot be packaged for participants to take with them, it must be approved by NMB Parks & Recreation. NMB Parks & Recreation must approve the food samples, provider, and packaging ahead of time. Participant count will be provided by NMB Parks & Recreation one week before the event, with a Max # of 200 Attendees.

#### Business Optional:

- Businesses interested in offering an additional themed alcoholic beverage (at an additional cost to the attendees) must reach out to [nmbrecreation@gmail.com](mailto:nmbrecreation@gmail.com) for more details and to discuss requirements. Businesses will be required to check IDs for attendees prior to serving and required to collect the payments for such items.

- Businesses must be providing a non-alcoholic beverage or food sample in order to participate in the additional beverage option.

#### Sponsorship Opportunities:

- If you are interested in being an event sponsor with a monetary or food donation, please reach out to [brcloos@nmb.us](mailto:brcloos@nmb.us) for more information.

- Sponsorship includes logo on event materials and social media posts.