



First Friday Participation Guidelines

The Downtown Billings Association is pleased to facilitate First Friday, an event designed to promote downtown Billings by extending shopping, playing, visiting hours the First Friday of each month and welcomes all Downtown Billings Association members to participate.

Business Name _____

Address _____

Contact name _____

Phone number _____

Email address _____

Website address _____

2011 First Friday Dates

January 7
February 4
March 4
April 1
May 6
June 3
July 1
August 5
September 2
October 7
November 4
December 2

The Fine Print

- ✓ Applicants agree to a 12 month schedule from January to December
- ✓ Applicants agree to extend shopping hours on the First Friday from 5pm-8pm
- ✓ Applicants agree to participate in First Friday Cooperative Advertising Campaign (various levels of investment, minimum investment \$76.00)
- ✓ Applicants will be provided:
 1. Inclusion on the new Downtown Billings First Fridays website with photo and description of your business, downloadable map and a link to your website or email.
 2. A posting on the Downtown Billings First Fridays Facebook page describing your product or service. Postings will be made on a regular basis, rotating featured businesses, events, and artists.
 3. Cooperative advertising opportunities as well as coverage in other marketing and public relations efforts as opportunities become available.

***Special Provisions: The Downtown Billings Resource Officer will be on duty each First Friday until 9pm.

Signature _____

Today's date _____

Printed name _____ Title _____

Please return your completed application form to Downtown Billings Association:

By mail: 2815 2nd Avenue North, Billings, MT 59101

By fax: 406-294-5061

By email: firstfriday@downtownbillings.com

Website: www.downtownbillings.com/firstfriday

