



THE DALLES AREA
CHAMBER OF COMMERCE
The Dalles...Simply Sensational.

**The Dalles Area Chamber
The Dalles Main Street**

present



Cherry Festival Business Window Decorating Contest

Entry Application

All Businesses within the city limits of The Dalles are eligible to participate.

Entry Applications must be received no later than 4 pm on
Monday, April 22nd, 2019, to be judged for the contest.

Windows need to be decorated by midnight on Monday, April 22nd.

Please fill out all the information below as it is required.

Business Name: _____
 Contact: (first) _____ (last) _____
 Address: _____
 City: The Dalles State: OR Zip: 97058
 E-mail address: _____
 Daytime phone number: _____ - _____ - _____

Please complete all information, then mail, drop off, or fax to:

The Dalles Area Chamber
404 W 2nd Street, The Dalles
OFFICE: 541-296-2231
FAX: 541-296-1688

The Dalles Main Street
710 E 2nd St., Suite 3, The Dalles
OFFICE: 541-370-2966

Deadline for applications is 4 pm on Monday, April 22nd, 2019.

Each applicant will receive a Decorating Contest Instructions sheet and an Entry Number Card (for display in front window) via e-mail, no less than two days prior to the judging period.

Cherry Festival Window Decorating Contest Rules

1. Participation is open to all businesses within the city limits of The Dalles.
2. Entry is free, no cost or fees apply.
3. Entry Applications must be received no later than 4 pm on April 22nd.
4. Contest is for exterior decorations only, including but not limited to decorations in windows which are visible from the exterior. Judging will be done from the outside the businesses only.
5. Judging will be based on “window appeal” as viewed from the outside only.
6. Participants agree to have one or more photos of their decorated business exterior posted on The Dalles Chamber’s and The Dalles Main Street’s website, Facebook, and/or published in The Dalles Chamber newsletter or media outlets. Participant agrees there will be no compensation of any kind for said posting or publication.
7. Judging criteria will include the following:
 - [a] Unique design and creative use of lights and decorations
 - [b] Storyline or theme
 - [c] Display and placement of decorations, animated objects, etc.
 - [d] Overall presentation and marketing appeal for the place of business
8. After pictures are taken judging will be done from Tuesday, April 23rd through Friday, April 26th over social media to the public.
9. An Entry Number Card will be provided to each participant. This card must be affixed to the exterior of the residence in a conspicuous place where it can be seen by the judges from the street.
10. There will be 3 categories:
 - **“Follow the Cherry Brick Road”** (best overall use of 2019 NW Cherry Festival theme)
 - **“All Things Cherry”** (best overall Cherry themed)
 - **“Best Branding”** (Which Business did the best job of integrating their brand / products into their display)
11. Winners will be announced during the Tonkin Subaru Cherry Festival Parade on Saturday, April 27th
12. Be creative, be festive and have FUN!