

**Join the Downtown Shopping Holiday Passport! Running from Small Business Saturday through the first week of January (11/26/2022 - 1/7/2023)**

* Free Fully Digital Shopping Passport
* No Specials from Your Business Needed to Participate
* Patrons Are Entered into More Giveaways the More Places They Shop
* **Email** [**communication@downtownaustin.com**](mailto:communication@downtownaustin.com) **for more info or to sign up!**

It is time to start planning for the holidays. The Downtown Austin Alliance wants to help get more people in your doors for holiday shopping whether you're a retailer, restaurant or nightlife venue at no cost to you.  
  
We are doing the Holiday Passport again this year and have made it easier for you and a more seamless experience for your patrons!  
  
This year's passport will be fully digital. Customers will scan a QR code (we’ll provide to you) when they checkout to “stamp” their passport at your business after making a purchase. We are using a program called Flex Rewards to make it happen.  
  
With the new system, you do not need to offer a special deal; simply mark yourself as a participating location, and you’ll be included on the passport! We’ll provide a sign to hang in your front window with the QR code for customers to sign up for the program. If you would like to offer a deal or holiday promotion, we can include that information in your passport section.  
  
Patrons are entered into different drawings provided by the Downtown Austin Alliance based on the number of stamps they get between Small Business Saturday and the beginning of January.  
  
**Please let us know if you are interested in participating this year by emailing communication@downtownaustin.com.** We would love to have you on the passport and will heavily promote participating businesses on social media, Flex Rewards and downtownholidaystroll.com throughout the holiday season. We’ll need your business name, address, website/social handles and (optional) offer to be included in time for our official launch on Small Business Saturday. **All information is due to us by 11/14 for participation.**

Happy Y’allidays, everyone. We can’t wait to partner with you soon!