

EVENTS & PROMOTIONS

DOWNTOWN ASSOCIATION OF SANTA CRUZ



January

Mushroom Month Map

February

Love Stories Downtown Dollar Giveaway*
Self Care Map

March

Spring/Easter Basket Shopping
Sidewalk Sales

April

Kids Day Festival*
Kids Day in-store promo
Sidewalk Sales

May

Spring Wine Walk*
Sidewalk Sales
Downtown Dollar Giveaway*

June

Sidewalk Sales

July

Ice Cream Month
Sidewalk Sales

August

Where's Waldo
Sidewalk Sales
Back to School Shopping
Downtown Dollar Giveaway*

September

Sidewalk Sales

October

Downtown Day- Students*

November

Wine Walk*
Sidewalk Sales
Small Business Saturday
Reindeer Round-Up
Golden Envelope*

December

Holiday Parade*
Sidewalk Sales
Santa*
Reindeer Round-Up
Downtown Dollar Giveaway*

*Sponsorship opportunities

Message marketing@downtownsantacruz.com for questions about our promotions and events, and how **YOUR BUSINESS** can participate.