



Dear Business Owner:

We are thrilled to invite you to participate in Crowley Main Street's **Stay Golden Sip & Stroll on Saturday, May 2, 2026, from 5:00 PM to 7:00 PM** with a fantastic new **Happy Hour just for you and other participating merchants to enjoy and socialize more with public from 7:00 PM to 8:00 PM** on Main Street. This unique event promises an evening of fun, community engagement, and great drinks!

This spring event will offer guests an opportunity to Sip, Stroll, and Explore historic downtown Crowley. Guests and visitors will enjoy a fun evening strollin' down Main Street, while enjoying drink tastings, shopping, and music. The event is designed to bring potential customers, and awareness, to downtown businesses and what they have to offer. The event also serves as a fundraiser for the Crowley Main Street program, a 501(c)3 organization, to help fund free main street events like Kid's Day on Main, Christmas in Crowley, downtown beautification projects, and historic preservation initiatives.

HOW WILL THE EVENT WORK?

Guests may enjoy strollin' for free. Guests who would like to participate in tastings may do so by purchasing a **\$25 ticket**. Pre-purchase tickets will be available through TicketLeap, as well as at the event (\$30). Ticket holders will check in during the event at the Crowley Main Street "hub". The CMS hub will be located in the courtyard across from Crowley City Hall. Once properly ID'd, given a drink stop map, and fitted with an arm band, ticketed holders will go and embark on the tasting tour, enjoying drinks, trivia, and the opportunity to visit each business.

To create a more relaxed and engaging experience for this year's Stay Golden Sip & Stroll, we will no longer be using passports during the event.

This change is designed to **encourage participants to spend more time at each stop**, interact with your team, and fully enjoy what your business has to offer rather than quickly moving from place to place for stamps.

Instead, guests will be invited to:

- Sip and enjoy their beverage at each location
- Participate in **fun trivia at each stop**
- Browse, shop, and connect with your business in a more meaningful way

Our goal is to create a **slower, more social atmosphere** that benefits your business through increased engagement and a better overall guest experience.

GUIDELINES FOR BUSINESS PARTICIPATION:

1. Business cost to participate: \$100 for Main Street District businesses; \$125 for all other businesses. The fee includes alcohol and mixers, souvenir event cups for participants, water, and advertising for your business. All alcohol will need to be picked up the day before the event from City Hall.

2. An application is required. Please complete the Business Registration Form paper form attached and return it to Crowley Main Street, Attn: Amber Hargrave, P.O. Box 120, Crowley, LA, 70527, email to ahargrave@crowleymainstreet.org, or drop off at Rice City Designs or CAKEBAR. If more information is needed, please call us at (337) 783-0824 ext 1145.

3. Application and payment **DEADLINE is Friday, April 17, 2026**, in order for us to obtain permits and meet advertising deadlines.

4. Stay Golden Sip & Stroll will run from 5:00 p.m. to 7:00 pm so please remain open during event hours. Happy Hour will be in the Courtyard Hub from 7:00 pm to 8:00 pm for participating merchants to socialize more with the public and each other. This is where trivia winners will be announced.

5. Event organizers reserve the right to cancel the event due to inclement weather.

6. Please limit drink pours to 2 oz tastings, to encourage stops at all participating businesses.

7. You must be 21 and over to participate in wine tastings. Proper ID is required. CMS will be checking IDs at the CMS hub to be located in the courtyard across from City Hall.

8. PARTICIPATING BUSINESSES MUST PROVIDE:

- A. Adequate space to serve wine, either a counter, bar, or tables draped with linen.
- B. Trash cans for trash.
- C. Assign at least 2 people, or as many as necessary, exclusively for tasting
 - a. Participating businesses have the right to refuse anyone.

9. HIGHLY RECOMMENDED:

- A. Provide simple snacks that compliment tasting, i.e., crackers, cheese, nuts, etc. Merchants may provide simple to elaborate catering in their stores.
- B. Flowers for tasting table.
- C. Background music playing in your business.
- D. Special promotions during event hours.

GENERAL INFORMATION:

- Main Street **will be blocked** to traffic with the exception of in front of the Opera House due to an event that evening.
- Art vendors and performers will start their set up at 4:00 p.m.
- Art & performance vendors will set up in front of your storefront, or if allowed, in your place of business.
- **If an artist sets up in your storefront, they must complete an Artist Registration Form.**

This is a fantastic opportunity to showcase your business to a lively crowd while supporting the continued revitalization of Downtown Crowley.