



**Cornell University
Cooperative Extension
of Suffolk County**

Strengthening Families & Communities

Protecting & Enhancing the Environment

Fostering Economic Development

Promoting Sustainable Agriculture

Dear Prospective Greenport Shellabration Participant,

We are in the process of coordinating the 6th Annual Greenport Shellabration, in partnership with Greenport BID, and hope you will join us for this year's event!

Proceeds from the sale of wristbands will be directed to our Back to the Bays Initiative, and SPAT Program. Both of these programs are important community stewardship-based efforts that directly lead to improvements in our local water quality and shellfish populations; educate our communities and youth on the importance of the marine environment; and create opportunities for involvement in our science-based research and restoration projects! So by participating in this event, you will be helping us expand this great programming and enable us to make even more positive impacts on the health of our bays. In addition to participating, if you would like to further contribute to these efforts we have numerous sponsorship levels available for your consideration (Sponsorship Form included in this package).

If you are interested in signing up to be featured as part of the 2017 Shellabration restaurant walk/shopping weekend, we kindly request that you fill out the appropriate form included in this package (Restaurant Participation Form or Merchant Participation Form). We also request that you take note of the Shellabration Guidelines Document, which spells out some of the logistic-related matters relevant to this event.

We are looking forward to having an extensive list of participating restaurants, wineries, and retail establishments finalized by November 5, 2017 to ensure we are able to best promote all participating businesses in marketing and print materials.

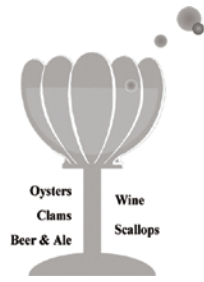
Forms, in addition to a high-resolution file of your logo if we do not already have it on file, may be sent to ccemarine@cornell.edu. Information will be compiled and featured on Shellabration.li, our Shellabration Facebook page, ccesuffolk.org, and listed on the Route Map that will be distributed to the 1,000 expected Shellabrants over the course of Shellabration weekend.

Be sure to follow Greenport Shellabration on Facebook, and check out Shellabration.LI for the most up to date information! If you have any questions or concerns please contact Darci Bielenda at 631-852-8660 ext. 21.

Thank You,

A handwritten signature in black ink, appearing to read "Kimberly Barbour".

**Kimberly Barbour
Marine Program Outreach Manager**



Greenport BID Presents

6TH ANNUAL
**Greenport
Shellabration!**

MERCHANT PARTICIPATION GUIDELINES

6th Annual Greenport Shellabration: December 2-3, 2017

To Benefit Cornell Cooperative Extension of Suffolk County's Back to the Bays Initiative & SPAT Program

BACKGROUND:

In efforts to feature "Shopping Local" as a more prominent aspect of Greenport Shellabration, we have been exploring alternative ways to involve and promote merchants.

OPPORTUNITIES:

We are offering 3 options for participation this year, you can **choose to participate in all, some, or none** of these promotions. If you are interested in being involved, you must confirm your participation by November 5th in order to ensure inclusion of your business on our print listings and allow us to effectively promote this aspect of Shellabration. We cannot guarantee inclusion of your promotion if information is received past this date.

Option 1: 10% BACK TO THE BAYS

Merchants signing up for this promotion will donate 10% of proceeds from purchases made during Shellabration weekend to Cornell Cooperative Extension of Suffolk County. This will be considered a tax-deductible contribution, and an official contribution letter will be sent upon receipt of check. Special marketing and signage will be produced showcasing the merchants choosing to be involved with this specific promotion, and you will receive 2 complimentary Shellabration wristbands!

Option 2: 15% DISCOUNT

Merchants signing up for this promotion will provide a 15% discount to all shoppers who show their wristband. If there are specific items that you want to exclude from the 15%, you must provide details on the Participation Form.

Option 3: CUSTOMIZED PROMOTION

Merchants seeking to offer a specific promotion, in addition to or instead of the two options listed above may do so. Please provide details as to the deal(s) you will be offering on the Participation Form so we can include details about it on our "Shellabration shopping deals" listing.

MARKETING:

This event is expected to draw 1,000 participants. We have extensive mailing lists and numerous social media outlets and websites where information on shopping opportunities will be listed. We will also include a special shopping insert in the Route Map Tri-Fold that will allow for all Shellabrants to have information about merchant promotions in-hand to refer to during their time in Greenport. We hope that some combination of the available participation options will work for your business, and look forward to your participation in this event!

Note: Wine tastings in shops will NOT be part of this year's Shellabration. We explored this as an option, but unfortunately it will not be feasible.

PLEASE SUBMIT ATTACHED MERCHANT FORM AND STORE LOGO BY NOVEMBER 5TH, 2017.

- **SUBMIT ELECTRONICALLY BY EMAILING TO CCEMARINE@CORNELL.EDU (MUST USE THIS OPTION FOR LOGO) OR**
- **MAIL TO: DARCI BIELEND, SUFFOLK COUNTY MARINE ENVIRONMENTAL LEARNING CENTER, 3690 CEDAR BEACH RD, SOUTHOLD, NY 11971 OR**
- **FAX TO 631-852-8662 (FAX # for SCMELC)**

Questions can be directed to Darci at 631-852-8660 ext. 21
Forms are also available on Shellabration.li

Thank You on Behalf of the 2017 Shellabration Planning Team!

*Kim Barbour, Liz Ahearn, Kim Manzo, Darci Bielenda, Kim Tetrault, SPAT Volunteers,
and the Greenport BID*



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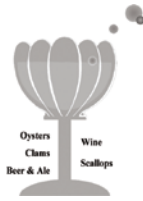
**BACK TO
THE BAYS**

An Initiative of Cornell Cooperative Extension



SPAT
SUFFOLK PROJECT IN
AQUACULTURE TRAINING





Greenport BID Presents

6TH ANNUAL Greenport Shellabration!

Merchant Participation Form

We welcome the participation of all Greenport based retail merchants and accommodation providers. To allow us to best promote your business, please provide us details pertaining to the shopping promotions you would like to offer during Shellabration weekend, December 2-3, 2017.

Please Fill Out The Following Information:

| |
|---|
| Name of Store/Business: |
| Contact Person's Name: |
| Contact Person's Email: |
| Address: |
| Would you like to be included on the list of local merchants who will provide a 15% discount for all wristbanded participants during Shellabration weekend? |
| Would you like to be a featured merchant included in the 10% Back to the Bays Promotion? See Merchant Guideline Document for more information. |
| Please provide information on other promotions you would like to offer during Shellabration weekend: |
| Store Hours Promotion will be Offered During Shellabration Weekend: |

We kindly request that you confirm your participation in this year's Shellabration prior to **November 5, 2017**. We cannot guarantee inclusion in the event if we do not receive your form and logo by this date. Please submit this form electronically, along with a high-resolution image of your logo for use on promotional material to ccemarine@cornell.edu.

This logo will be used to promote the event on print materials, websites and social media and the Merchant Information Card that will be included with the participants wristbands.

Proceeds to benefit:



Cornell University
Cooperative Extension
of Suffolk County



**BACK TO
THE BAYS**

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SPAT
SUFFOLK PROJECT IN
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Please sign this on behalf of the above listed storefront confirming your participation in the 2017 Greenport Shellabration. Proceeds from this year's wristband sales, and from the 10% Back to the Bays Promotion, will support Cornell Cooperative Extension's Back to the Bays Initiative and SPAT Program.

Participant Signature

Date