

PAINT EVANSTON PURPLE

Northwestern University Football and the City of Evanston are teaming up to "Paint Evanston Purple!" and we need your help! On Saturday, September 25, 2010, the Wildcats take on the Chippewas of Central Michigan University at Ryan Field. Northwestern University and the City of Evanston will be throwing a pep rally on the **Thursday, September 23** at 6:00pm in Downtown Evanston and then hosting the first annual Evanston Day at Ryan Field on **Saturday, September 25**. Tickets for this game will be available at a reduced rate for Evanston residents and businesses.

Across Evanston, businesses will offer promotions to game attendees. Complete this form to provide information on the promotion your business will offer customers on Pep Rally Day - **Thursday, September 23** and Game Day - **Saturday, September 25**. Information on promotions will be posted on the City of Evanston's website and distributed on flyers at the Pep Rally and at Ryan Field on game day.

- Yes, my business will participate in a promotion on **Pep Rally Day - Thursday, September 23, 2010!**
(Promotion obtained by wearing purple.)
- Yes, my business will participate in a promotion on **Game Day - Saturday, September 25, 2010!**
(Promotion obtained by showing game ticket stub.)

Business Information: Provide information on your business.

Name of Business:	<input type="text"/>	Main Contact (Name):	<input type="text"/>
Address:	<input type="text"/>	Phone:	<input type="text"/>
Type of Business:	<input type="text"/>	Email:	<input type="text"/>
Specify Other:	<input type="text"/>		

Promotion Information: Provide information on the promotion that will be offered at your business.

Pep Rally Day Promotion: *If a customer wears purple, he/she is entitled to:*

Game Day Promotion: *If a customer brings in a NU 9/25 ticket stub, he/she is entitled to:*

Check all promotion categories that apply:

- Food Beverage (Alcoholic)
 Retail Item Beverage (Non-Alcoholic)
 Other

Specify Other:

Additional Information on Promotion:

Questions or Comments? Contact Adelita Hernandez at the City of Evanston at 847.859.7833 or ahernandez@cityofevanston.org. Please submit this form by September 15, 2010 via email: ahernandez@cityofevanston.org; fax 847-448-8083; or on the web: www.cityofevanston.org/purple