

Holiday Sip & Shop – Offer hot cocoa, cider, or wine while customers browse.

Small Business Saturday Specials – Exclusive one-day promotions.

Holiday Market Pop-Up – Partner with local makers to sell crafts or gifts.

Gift-Wrapping Station – Free or donation-based gift wrapping.

12 Days of Deals – Daily discounts or specials leading up to the parade.

Ornament Giveaway – Free ornament with purchase.

Holiday Raffle – Shoppers entered to win a gift basket.

Extended Evening Shopping – Stay open late with festive music and treats.

Decorated Window Contest – Invite people to vote on the best storefront décor.

Customer Appreciation Party – With treats, discounts, and giveaways.

Sledding Party – Host a community sledding afternoon with cocoa and cookies.

Breakfast with Santa – Pancakes, photos, and festive fun for families.

Tea with Mrs. Claus – A cozy event with storytelling and treats.

Christmas Eve Candlelight Service – Invite the community for a reflective evening.

Holiday Caroling Night – Businesses host local choirs or carolers.

Tree Lighting Ceremony – Partner with organizations to kick it off.

Local Artist Showcase – Sell handmade holiday gifts.

Cookie Decorating Party – For families or adults with hot cocoa and holiday tunes.

Gingerbread House Contest – Build and display at your location.

Hot Cocoa Crawl – Partner with other cafés/restaurants.

Ugly Sweater Happy Hour – Prizes for the best (or worst!) sweater.

Festive Food Truck Night – Holiday menus under twinkling lights.

Holiday Beer or Wine Pairing Dinner – Multi-course special menu.

Reindeer Games – Outdoor games or obstacle courses for kids.

Letters to Santa Station – Collect and send to the North Pole.

Elf Scavenger Hunt – Hide elves around shops with prizes for finding them.

Holiday Storytime – Partner with the library or bookstore.

Holiday Craft Workshop – Make ornaments, cards, or decorations.

Photos with Santa or Mrs. Claus – Great for shops and restaurants.

Polar Express Pajama Party – Movie night with hot cocoa.

Holiday Pet Parade – Invite families to dress up pets in festive gear.

Toy Drive Kickoff Party – Encourage donations for local charities.

Face Painting & Glitter Tattoos – Holiday designs at events.

Snowman-Building Contest – Encourage friendly neighborhood or business competitions.

Holiday Lights Tour – Map of decorated homes or businesses to explore.

Wreath-Making Workshop – With supplies provided.

Community Sing-Along – Holiday classics around a fire pit.

Outdoor Movie Night – Classic holiday films with blankets and cocoa.

Volunteer Day of Service – Organize a giving-back opportunity.

Charity Benefit Concert – Featuring local musicians to support nonprofits.

Storybook Walk – Pages of a holiday story displayed along a trail or main street.

Holiday Parade Watch Party – Warm drinks, snacks, and front-row fun.

Christmas Karaoke Night – Sing favorite carols or festive hits.

Cocoa & Canvas – Paint winter scenes while sipping cocoa or wine.

Letters of Gratitude Station – Write cards for local first responders or seniors.

Snow Globe Photo Booth – Create magical memories for families.

Pajamas & Pancakes Morning – Family breakfast with holiday cartoons.

Holiday Trivia Night – Themed games with festive prizes.

Christmas Cookie Exchange – Invite neighbors or customers to trade treats.

Winter Farmers Market – Featuring seasonal produce and baked goods.

Live Nativity or Christmas Play – At a church or community hall.

Santa's Workshop – Kids make gifts for family members.

Festival of Trees – Decorated trees on display for auction or voting.

Storytime & Cocoa with the Grinch – A fun twist for families.

Carriage Rides or Sleigh Rides – Partner with a local farm or ranch.

Snowflake Stroll – Walk downtown under lights with music and hot drinks.

Holiday Game Night – Board games, cocoa, and cozy vibes.

Christmas Card Photo Day – Offer a backdrop for families to take pictures.

Light-Up the Night Contest – Invite residents to decorate and submit homes.

Winter Wellness Walk – Combine holiday spirit with fresh air and mindfulness.