

Wethersfield

WINTER LIGHTS

Sponsored by the
Economic Development & Improvement Commission (EDIC)

All Wethersfield Businesses located in commercial zones are
invited to enter the *1st Annual Winter Light Contest*



- Brighten commercial districts during the darker hours of the winter season with winter themed lighting
 - 5 Cash prizes will be awarded including a “People’s Choice Award”



- A matching donation will be made to each winner’s Wethersfield charity of choice

January 7, 2024 – February 28, 2024
(judging January 7th – 15th)

Submit an entry form by December 15th
(minimum of 15 businesses must participate for program to run)

Questions? EconomicDevelopment@wethersfieldct.gov | 860-721-2838



Wethersfield Winter Lights Contest – Details & Rules

Let's keep the commercial districts bright during the longer, darker winter nights!

Sponsored by the Economic Development & Improvement Commission (EDIC), we encourage businesses to register and participate in the Wethersfield Winter Lights contest. We will use the contest to encourage visitors to shop/dine/engage with local businesses throughout the winter. So, pull out the lights, get creative and together let's keep the winter nights bright in Wethersfield.

A total of \$2,000 in cash prizes will be awarded in the following five (5) categories:

Winter Wonderland (\$550) – things we love about a New England winter

Classic Wethersfield (\$550) – traditional and feels like it's been there throughout history

Simple & Elegant (\$350) – just enough to warm the night

Fun & Creative (\$350) – a touch of whimsy and style

People's Choice Award (\$200) – let the public vote for their overall favorite display that was not awarded by judges

All cash prizes will be matched in the form of a cash donation to the winner's local Wethersfield Charity of choice. Charity must be a 501c3 organization. Wethersfield Food Pantry also qualifies.

Rules:

Entry Form submitted by December 15, 2023 required to be considered by judges. No fee for entry. A minimum of 15 entry forms must be received by due date for contest to proceed.

Entrants must be businesses physically located in Wethersfield commercial zones.

All lights must be on between 6:00pm-9:00pm from January 7, 2024 thru January 15, 2024 for judging. After award winners are announced on January 22nd, light decorations may stay on display through February 28, 2024.

Judging by the Wethersfield Academy of the Arts and Wethersfield Village Improvement Association based on originality, aesthetics, and overall "WOW!" factor.

Lighting must not be accompanied by any music or sound or otherwise disturb, endanger or pose a nuisance to neighboring businesses, road traffic or patrons. This is not a holiday-themed light contest.

Winners will be announced in mid-January.

By submitting an entry form, entrant authorizes the Town of Wethersfield to publish photos of property/business to appropriate Town websites and social media. Entrant also authorizes the Town of Wethersfield to publicize address for individuals to view the displays in person.

How to Enter:

Register online: <https://wethersfieldct.gov/EconomicDevelopment> or Scan/click:

Questions: Call 860-721-2838 or Email: EconomicDevelopment@wethersfieldct.gov

