

THE **C** **L** **O** **R** HOUSE

Ornament Trail

This holiday season, The Color House Art & Pottery Studio is hosting a Town Ornament Trail — a festive scavenger hunt designed to bring our community together and highlight local businesses like yours!

We'll be creating 100 handmade ceramic ornaments, each one-of-a-kind. These ornaments will be hidden around town and in participating businesses for residents to discover and keep. The goal? To get people exploring, shopping local, and connecting with the creative heart of our community.

How it Works

- *The Color House will create and distribute 100 handmade ornaments.
- *Participating businesses will host 1-3 ornaments inside or just outside their location.
- *Each ornament will include a QR tag linking to a web page that features all participating businesses.
- *People participating will be encouraged to visit your location either to find an ornament or to obtain your unique QR code in their passport which can be redeemed for an entry into our grand prize drawings.

What You Get

- *Free exposure on the official "The Color House Ornament Trail" webpage, social media, and print materials.
- *Increased foot traffic and support from scavenger hunters visiting your establishment.
- *Optional promotion opportunity (you can offer a small discount, treat, or giveaway to encourage visits).
- *Community goodwill — your business becomes part of a cheerful, town-wide holiday tradition.

Key Dates

- *Sign-up Deadline: November 17, 2025
- *Trail Dates: December 1-21, 2025
- *Final Prize Drawing Date: December 22, 2025

How to Participate

- *Fill out our quick sign-up form.
- *Choose your participation level.
- *Optional: Decide on a visitor incentive or donation to grand prize baskets.
- *We'll deliver your ornaments with instructions and a display poster before the event begins.

We're hoping this becomes a yearly holiday tradition that brings joy, discovery, and fun to Colchester. We'd love for your business to be part of the first one!

Thank you for helping make Colchester such a vibrant and creative community.

Warmly,
Tina Parsadanov
The Color House Art & Pottery Studio
www.cohoct.com
860-982-2398

THE COLOR HOUSE

Ornament Trail

Sponsorship & Participation Levels

Participation is FREE, and all participating businesses will be listed on the official Ornament Trail map and website.

For businesses that want a little extra visibility and to provide more support for this event, we're also offering two paid sponsorship levels. Sponsorship funds help cover materials, printing, and promotion – making this a free, accessible event for our community.

\$50

Gold Sponsor

- *Large Logo on our website
- *Link to your website
- *Link to your social media account
- *Mentions on our Social Media
- *Host 3 ornaments
- *Logo featured on Trail Map
- *Logo featured on printed media

\$30

Silver Sponsor

- *Large Logo on our website
- *Link to your website
- *Link to your social media account
- *Host 2 ornaments
- *Business name on Passport
- *Business name on printed media

FREE

Participating Business

- *Small Logo on our website
- *Link to your website
- *Host 1 ornament
- *Business name on Trail Map
- *Business name on Passport
- *Business name on printed media

To register your business, please visit:
<https://www.cohoct.com/otregistration>

To learn more about this event, please visit:
<https://www.cohoct.com/ornamenttrail>