THE COLOR HOUSE
Ornament Trail

This holiday season, The Color House is so excited to be hosting a return of our town-wide ornament scavenger hunt, Ornament Trail! This 3-week long festive scavenger hunt is designed to bring our Colchester community together and highlight local businesses like yours.

We'll create 100 handmade ceramic ornaments, each one-of-a-kind. These ornaments will be hidden around the town of Colchester and in participating businesses for the community 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 1-6 ornaments at their business location.
*Each ornament and business location will include a unique QR tag linking it to the Ornament Trial digital passport featuring participating businesses.
*People participating will be encouraged to visit your location either to find an ornament or to scan your unique business QR code to enter into their digital passport for entry into our grand prize drawings.
*Business locations may choose to offer a deal within the passport to encourage patrons to purchase from their business.

🎁 What You Get

*Exposure on the official Ornament Trail webpage, social media, and ad materials.
*Increased foot traffic and support from scavenger hunters visiting your establishment.
*Optional promo opportunity to encourage shoppers to support your business.
*Community goodwill. Your business becomes part of a cheerful, town-wide holiday tradition.

🕒 Key Dates

*Sign-up Deadline: November 25
*Trail Dates: December 1-21
*Final Prize Drawing: December 23

👉 How to Participate

*Choose your participation level.
*Fill out our quick sign up form at www.cohoct.com/otregistration
*Optional: Decide on a visitor incentive or donation to our grand prize baskets.
*We'll deliver your ornaments with instructions and a QR display before the event kicks off.

We'd love for your business to be a part of this fun tradition! Thank you for helping make Colchester such a vibrant and creative community.

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

THE COLOR HOUSE
Ornament Trail

Sponsorship Levels

Participation in the Ornament Trail is priced so that everyone can participate without it being a burden. All participating businesses enjoy the advertising benefit of being a part of this town-wide event. Sponsorship costs help us to cover the expenses involved including materials costs, firing costs, digital passport management, delivery of ornaments, printing costs, advertising, and more. We appreciate your support in helping to cover these costs so that we can make this event free to the community. Thank you for your support!

$100

Gold Sponsor

*Large Logo on our website
*Link to your website
*Link to your social media account
*Host 6 ornaments
*Business Logo on Passport
*Mentions on our Social Media
*Logo featured on Trail Map
*Logo featured on printed media

$50

Silver Sponsor

*Logo on our website
*Link to your website
*Link to your social media account
*Host 3 ornaments
*Business name on Passport
*Business name on printed media

$10

Participating Business

*Business Name listed on website
*Host 1 ornament
*Business name on Trail Map
*Business name on Passport

Additionally, all participants may opt in to offer a special deal during these 3 weeks which may encourage patrons to purchase from your business. These offers will be visible on the OT website and on the digital passport. Businesses may also choose to provide a drawing prize which is also advertised in the digital passport for all registered users to see, further promoting your business.

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

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