

January 25, 2022

RE: 2nd Annual Heartfelt Market

Hello Deep River Businesses!



Response needed by Tuesday, February 1st please.

We hope this finds you well - in terms of both your health and your business! It has been exactly a year since Jane and I sent out our letter inviting you to participate in our first annual Heartfelt Market!

Given the challenges we still face with the ongoing pandemic, we thought it would be great to have a 2nd event and once again show our local first responders our appreciation. As one caring community, we are stronger together.

Last year's Heartfelt Market was a huge success - we raised \$1350 for our local Ambulance and Fire Departments and it brought our small town together at a time when folks were looking for a little optimism and kindness. It also brought a fun pop of revenue and awareness to our local businesses in the quieter days of winter! **This year we are growing and invite all small businesses in Deep River to participate in the 2nd Annual Heartfelt Market on Saturday, February 12th from 10am-4pm. We realize the Deep River Merchant and Business Association is in a state of transition and welcome collaboration with all members.**

Hosting Heartfelt Market the weekend before Valentine's Day allows us to capture the spirit of the HEART and support those who bravely serve our town in the ambulance and fire departments. Folks joining in will pick up a large heart with a list of participating small businesses on the back. Each business they visit will give them a colorful paper heart to add to their larger heart - ultimately forming a heart shaped wreath. No purchase is necessary but they will know that by supporting their local businesses with a purchase, they are also helping to support their volunteer first responders. (Last year it was a busy day for many business owners and a day full of smiles and mutual appreciation.)

When participants are done collecting their hearts, they can return them to The Nest for display and a chance to win a cash prize! We will go LIVE on Facebook at the end of the day to announce the winner and give our collective Heartfelt Thanks to all the businesses, customers, and volunteer first responders who participated in the Market.

How do you get your business involved? It's easy! Simply complete the attached registration form and hand it in to Jane or myself by Feb. 1st - we will do the rest! The registration fee of \$20 will cover:

- **Marketing and Posters for publicity of the event**
- **Heart shaped balloons for display outside your business the day of the event**
- **Colorful hearts with your business name to be collected by customers**
- **Social media awareness to publicize both your business and the event**
- **Thank you gift to Murray, our heart mascot strolling town!**
- **Cash prize(s) to the winners**

*Want to participate but don't have a storefront or are located a bit outside of town? Contact us for ideas and suggestions!

*Want to be listed as a participant but can't distribute hearts? Let us know and we will help!

The more the merrier and with so many new faces in our community over the last year, it's a great way to meet new friends and neighbors in a safe and caring way and educate people as to the wide variety of products and services to be found in our great little town!

How did we raise the \$1350 last year for the Deep River ambulance and fire departments? 16 businesses were part of the event and either gave a portion of their daily sales or a direct donation to the fire/ambulance - 100% of which went to first responders and was split equally between the 2 departments. Everyone's generosity was amazing!

Last year Matt Herman from Deep River Ambulance was Person of the Week in the local paper and this year we will have Adam Kerop! Adam is our town Fire Marshall and active member of the Fire Department. He and his young family live in town and dine and shop in local businesses. They are raising their children to be community minded individuals and we can't think of a better Person of the Week to help bring attention to our Heartfelt Market in 2022!

Murray will once again be our Heartfelt Market Mascot roaming town for photo ops and spreading his infectious positive energy to all. His big heart costume is as big as his actual heart is!

Together, let's have our 2nd Annual Heartfelt Market be even better than last year! We are all fortunate to conduct business in the wonderful town of Deep River and many of us call it our home as well. This event has the potential to become a yearly tradition and not only serve as a boost to our community spirit and local economy in the quiet of winter, but also to lift up our town volunteers with Fire and Ambulance as we express our Heartfelt Thanks!

Please complete the attached form and drop it off with your \$20 cash to Jane at The Nest or Sage at Anchor and Compass by Tuesday, 2/1. It's a quick turnaround but super easy!

With Thankful Hearts,

Sage Novak
Anchor & Compass / Compass Rose
860-670-4663 cell
rsnovak@comcast.net

Jane Moen
The Nest (A Little Compassion)
1-860-227-9083 cell
jane@alittlecompassion.org



2021 Presentation of Donations to Jen Kollmer (President of Ambulance) and Tim Lee (Fire Chief)

Deep River Heartfelt Market - 2/12/2022

Small Business Registration Form



Return by 2/1/22 to:
Jane at The Nest Coffee House or
Sage at Anchor & Compass

PLEASE PRINT CLEARLY

Business Name _____

Street Address _____

Contact Person _____ Cell Phone # _____

Email _____

Business FB Name _____

Business Instagram Handle _____

_____ As part of creating a vibrant and fun community atmosphere, our business can provide small freebies, musical entertainment, or a family activity during the event. Please tell us about your plans so we can publicize it and grow awareness about both the Market and your business! Thank you!

I agree to follow the below Heartfelt Market event specifications as a participant business:

1. Hand out hearts at your business from 10-4 on Saturday, 2/12/2022. If your business hours differ, have an outside table with hearts for community members to collect from 10-4.
2. Donate a percentage of your sales receipts (or any amount of your choosing) to DR EMS
3. If you are a Deep River small business and prefer to have a pop-up shop/table downtown, please contact Sage or Jane and we'll help make arrangements.
4. Follow all applicable state and local COVID Safety Guidelines including having hand sanitizer available and encouraging mask wearing.
5. Put Event Posters up in the tri-town area (we will deliver to you)
6. Help publicize the event with FB or Instagram (we can help you!) and share the event!

Signature _____ Date: _____

_____ **Our business is not able to be present on 2/12** but we would like to make a donation to first responders and be recognized for doing so. Please make check payable to Deep River Ambulance.

Please return with \$20 cash by 2/1/2022 to provide us with enough time to publicize the event.

Thank you for being a part of Heartfelt Market!!!