

# WOW - Women's Only Weekend

## Merchant Registration

The Watertown Main Street Program is pleased to present the 12th annual Women's Only Weekend in beautiful Watertown, Wisconsin, **November 21-23, 2025**. Women's Only Weekend is designed to promote the benefits of shopping local to women from Watertown and surrounding communities while participating in a fun and festive event. We invite all downtown merchants and all Watertown Area Chamber of Commerce members to participate in Women's Only Weekend.

**The cost to participate is only \$99.** This participation fee includes:

1. Publicity for the event and your business on posters and in the newspaper, on the Main Street Program and Chamber websites, and on Facebook.
2. Assistance with promotion of your in-store special event to increase sales during WOW
3. The generation of Ladies Loot—each swag bag will contain a \$10 certificate of “free money” that may only be spent at participating WOW businesses. Ladies Loot may be used through Small Business Saturday, November 29th. Businesses will then redeem any Ladies Loot dollars received for full value at the Chamber office by December 9th.

~To ensure a successful event, participating businesses must provide a \$25 gift (or greater) to be used for the merchant basket raffle drawings.

~Businesses are encouraged to provide 350 items for the swag bags. Items may be flyers, coupons, candy attached to your business card, a small gift, etc. This is not required, but encouraged to increase local business promotion and event attendance.

### Schedule of Events

#### Friday

9AM-5PM Swag bag pick up at Chamber/Main Street office. Shopping begins.

5:30PM-7PM Swag bag pick up continues at Lyons Pub

#### Saturday

9AM-4PM Shopping resumes throughout the day

#### Sunday

9AM-3PM Turner Hall Craft Fair

### All Weekend Events

**WOW Cocktail Crawl** runs all day/evening (within operating hours) Friday and Saturday. Attendees must make at least three drink or food purchases at participating bars/restaurants to win a prize.

**Raffle baskets** will be available for viewing/tickets will be sold all day Friday, Saturday, and from 10AM-12PM on Sunday at Draeger's Floral.

## **Merchant Registration**

### **Event Guidelines/Information:**

- **Event registration and payment is due October 1, 2025.**
- **Raffle Donation & Swag Bag items:** All raffle donations and swag bag items must be dropped off at the Main Street Program office, 519 E Main St., no later than **November 7, 2025**. Please note that some raffle items, such as gift certificates, may be combined with other baskets. If your item is combined with another basket, your donation will still receive the same level of publicity and recognition it would receive as a stand alone item.
- **Ladies Loot (\$10)** will be in each swag bag and can be used at participating merchant locations. **Merchants must redeem Ladies Loot at the Chamber/Main Street office by December 9, 2025.**
- **Schedule of Events:** Final schedule will be placed in swag bags and communicated with participating businesses.
- **Store Hours:** All merchants participating in WOW are encouraged to be open Friday until 7PM or later and on Saturday from 9AM-4PM. If your business hours are different, you are responsible for listing your store hours.

THANK YOU FOR YOUR SUPPORT OF WOMEN'S ONLY WEEKEND!

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**Please return this registration form with \$99 payment by October 1, 2025 to Stefanie Broere.** Please make checks payable to Watertown Main Street Program.

Business Name:\_\_\_\_\_

Business Contact:\_\_\_\_\_

Best phone number to reach you at:\_\_\_\_\_

Email:\_\_\_\_\_

Additional communication about the event will be made via email.

Please call 920-342-3623 or email [watertownmainstreet@gmail.com](mailto:watertownmainstreet@gmail.com) with any questions.

Watertown Main Street Program

519 E. Main St.

Watertown, WI 53094

Volunteers are needed to staff the raffle prize station at Draeger's Floral on Friday, November 21 and Saturday, November 22 from 9AM-4PM and on Sunday, November 23 from 10AM-12PM. Duties include welcoming shoppers and selling raffle tickets. It's easy and fun. If you are interested in signing up for a shift, please use the following link to sign up:

<https://www.signupgenius.com/go/10C0548A5AB2DABFDC34-57933156-volunteers>

Please contact Stefanie at 920-342-3623 or email [watertownmainstreet@gmail.com](mailto:watertownmainstreet@gmail.com) if you have any questions.