Does your business bleed blue? Join Downtown Indy, Inc. and the Indianapolis Colts in celebrating Blue Fridays this fall as a part of the Blue Friday Blitz program.

RETAIL/RESTAURANTS – APPLY TODAY!

1) Come up with a special offer* for your customers to enjoy every Friday this fall (September 13-December 27)
2) Register your company
3) Once your business is approved, you will receive the following:
    a. Free Colts posters and signage
    b. Save 20% off your purchase of $50 or more at the Colts Pro Shop (in-store only) using code BLUEFRI.
    c. A mention on the Colts Blue Friday website, and inclusion in promotional materials for Blue Friday Blitz (social media, etc.)
4) In addition, your business will be eligible to win a visit from Colts Cheerleaders and Blue, with an appearance on Colts digital media platforms.

**All special offers must meet the guidelines listed below*

NON-RETAIL – APPLY TODAY!

1) Commit to decorating your office space or encouraging your employees to wear blue every Friday this fall (September 13-December 27)
2) Register your company
3) Once your business is approved, you will receive the following:
    a. Free Colts posters
    b. Save 20% off your purchase of $50 or more at the Colts Pro Shop (in-store only) using code BLUEFRI.
4) Post photos of your office celebrating Blue Friday to social media using #BlueFridayOffice
5) Your office will be eligible to win a Blue Friday Office Party from the Colts, and be featured on the team's digital media platforms.

QUESTIONS: *E-mail us at bluefridayblitz@colts.com*

SPECIAL OFFER GUIDELINES – RETAIL/RESTAURANTS

- Offer must have a minimum value of $5
- Offer must be valid for the duration of your business hours every Friday (i.e. cannot be a "lunch only" special, unless your business is only open at lunchtime)
- Offer must be the same each week, September 13-December 27. It cannot change week-to-week
- Offer must be simple and easy to explain in 10 words or less
    - LIKE THIS: Buy One Signature Hamburger, Get One Free OR Spend $25, Get $5 Off

- Business must commit to promoting the offer each week to their customers (i.e. social media, newsletter, menu board signage, etc.)
    - Proof of promotion must be provided to bluefridayblitz@gmail.com at the end of each month (September 30, October 31, November 30, December 31).
- Business must commit to displaying the Colts posters (inside) and Blitz Signage (outside), provided by the Colts and Downtown Indy, Inc. every Friday, September 13-December 27.