

## Downtown Bozeman Summer Crazy Days 2026

July 17-19<sup>th</sup>, 2026



Attention DBA Members & Downtown Businesses,

The Downtown Bozeman tradition, Summer Crazy Days Sidewalk Sale, is back! The Downtown Bozeman Association will be promoting sales, specials, events, and experiences happening throughout the weekend, and we encourage all businesses to participate.

### EVENT INFORMATION

**What:** A weekend-long sidewalk sale with deep discounts from local shops, both downtown and beyond!

**When:** Friday – Sunday, July 17-19<sup>th</sup>, 2026\*. Rain or shine!

**Where:** All throughout Downtown Bozeman + DBA Member Businesses outside of downtown!

**Cost:** FREE for both businesses and shoppers!

*\*Dates and hours are dependent upon each individual business.*

### RETAIL BUSINESSES

Set up a sidewalk sale, designated sale area, or special in-store promotion. Display the Summer Crazy Days poster in your window (delivered the week prior).

- We advertise that many of the Crazy Days sales are on summer merchandise; but, any and all sales are welcome! Consider:
  - Deep discounts on seasonal or overstock inventory
  - Grab bags or bundled products
  - Progressive sales throughout the weekend
  - Early-bird shopping hours (e.g. 9 AM opening) for shoppers looking to beat the crowds
  - Return-visit coupons or incentives

### RESTAURANTS, BARS, COFFEE SHOPS, & SERVICE BUSINESSES

Take advantage of increased foot traffic with:

- Weekend food and drink specials
- Discounts tied to receipts from downtown businesses

- Special menus, promotions, or events
- Social media and sandwich board promotions encouraging visitors to stop in between shopping destinations

## SIDEWALK BOOTHS

Businesses may have their own booth AND/OR host a Non-Profit organization on their sidewalk space during the event. Please ensure:

- Neighboring businesses are considered
- ADA clearance requirements are maintained, including a minimum 6' pathway around street furniture, trees, signs, and displays

## MARKETING OPPORTUNITIES

Help is spread the word! The DBA invests membership resources into promoting Summer Crazy Days, and we encourage businesses to support the event through their own marketing channels, including social media, email, radio, television, and in-store promotion.

To maximize your DBA Membership benefits:

- Utilize [Marketing Materials](#) and transparent to create organic content!
  - Send sales, specials, extended hours, and events to [info@downtownbozeman.org](mailto:info@downtownbozeman.org)
    - *E.g. Chalet Sports is back with their famous parking lot extravaganza – look for deals on all kinds of outdoor gear and apparel!*
    - *E.g. The Kimpton Armory will have various food and drink deals such as a \$4 Lavender Lemonade, 25% off bottles of wine and Golden Hour specials.*
    - *E.g. Locally made spices, herbs and salts will be 15% off at Olivelle all week long!*
  - Tag @downtownbozeman in your promotional posts
- Visit and join our [Facebook Event](#)

As a reminder, there is no cost for shoppers or businesses to participate in Summer Crazy Days. The event is FREE and open to the public and will take place rain or shine!

Questions or ideas? Contact us at 406-586-4008 or [info@downtownbozeman.org](mailto:info@downtownbozeman.org).

We look forward to a successful Summer Crazy Days weekend for our entire downtown community.



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