

Details and Restrictions

Downtown for the Holidays Promotion

Shop Small Downtown

The San Jose Downtown Association's Shop Small Downtown promotion rewards customers for supporting downtown San Jose's ground-floor businesses, such as retail stores, restaurants, cafes, bars, clubs, museums, galleries, health and beauty services, local theater performances, and other entertainment venues.

How to get rewarded:

- Collect receipts totaling \$150 or more from businesses located in downtown San Jose's business improvement district (defined below). Receipts from small, locally owned businesses are strongly encouraged.
- Submit your receipts from purchases made between Nov. 20 and Dec. 24, 2024 and provide your contact information using the form below.
- If you are a Grand Prize Winner, you will be contacted by an SJDA staff member via email and/or phone number to coordinate prize package pickup.

Rules & Details

- The first 100 qualifying submissions will receive a \$50 gift card.
- All participants will be entered to win one (1) of two (2) Grand Prize Packages. One entry per valid \$150 submission. Submissions received after the initial 100 gift cards have been distributed will still be entered into the Grand Prize Package drawings.
- Receipts accepted from small downtown businesses such as retail stores, restaurants, cafes, bars, clubs, museums, galleries, health and beauty services, local theatre performances, and other entertainment venues ([See all the ways to spend \\$150 in Downtown](#))
- Taxes, gratuity and delivery fees do not count toward the \$150 total.
- Online retail purchases and gift card receipts are not valid. Receipts for online ticket purchases made between Nov. 20 and Dec. 24 for events, activations or shows after Dec. 24 will be accepted.
- Receipts must be readable and itemized – date, name of business and full total must be included.
- Receipts may only be submitted once.
- You can participate up to two (2) times by submitting new receipts and a separate form.
- Participating businesses must be located within the Downtown San Jose Business Improvement District, defined as Fourth Street on the east; Interstate 280 on the south; Highway 87 on the west and Julian Street on the north; plus San Jose MarketCenter on Coleman Avenue, Little Italy and the Sharks Pro Shop at SAP Center. [Map with boundaries](#)

Not valid for: Tickets to national touring shows and concerts, Sharks tickets, parking, and overnight stays at downtown hotels.

If you have additional questions, please click [here](#).